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Karlovy Vary – Plech aréna

Karlovarsky Region



Karlovy Vary

55 821

Unique visitors / month

166 604

The number of visits / month



Location: Plech aréna
Address: Dolní Kamenná 788, Karlovy Vary – Rybáře
Placement: Outdoors on the sports arena shell
Dimensions: 55,3 m² – 960 × 576 cm
Ratio: 16:9 – 1280 × 720 px
Operation time: 6:00 a.m. – 10:00 p.m. (16 hours)



Screen Specs

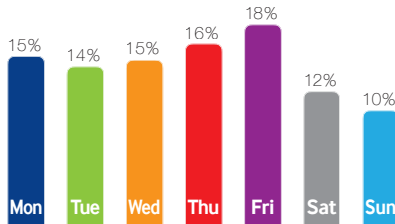
08

Screen's potential:

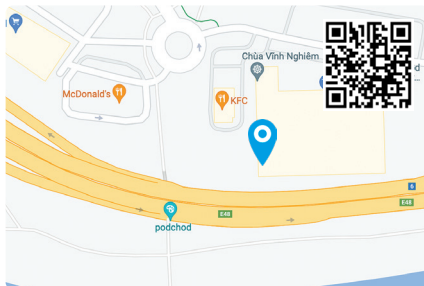
12 200 Pedestrians (people a day)

56 410 Motorists (people a day)

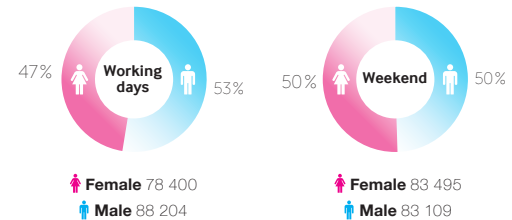
68 610 Daily Traffic Count

Locations: business district / residential area**Positions:** access from the direction
of Cheb – Prague

Weekly viewership 6:00 a.m. – 10:00 p.m.



GPS coordinates: 50.2315958 N, 12.8518728 E



Description of Location:

The largest advertising screen in West Bohemia, located at the Plech Arena on the main approach from Germany from Cheb in the direction of Prague. Nearby is both the centre itself and the town, as well as in direct reach of the shopping centre and fast food McDonald's and KFC.

Coverage:

Roadway: access / parking / pedestrian zone**Surroundings:** Parking / shops / restaurants / supermarket / gas station /
/ car service / tyre service / hobby market**Visibility:** over 200 m