

08

Karlovy Vary – Plech aréna

Karlovarsky Region

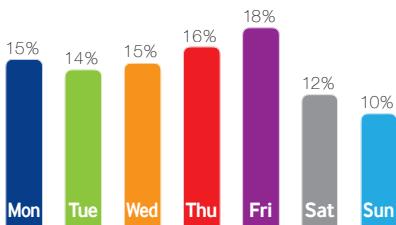


55 821

166 604

Unique visitors / month

The number of visits / month



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



GPS coordinates: 50.2315958 N, 12.8518728 E

Karlovský Region

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

Screen Specs

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
 Female 78 400
 Male 88 204

 Female 83 495
 Male 83 109

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. Near 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