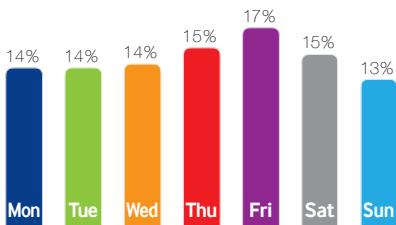


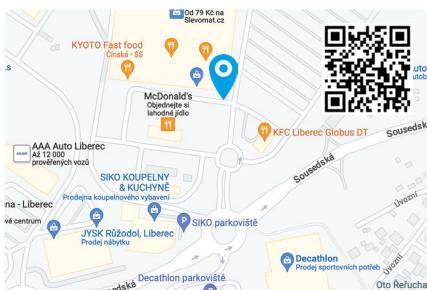
25

Liberec – Shopping centre Gécko
Liberecky Region





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



GPS coordinates: 50.7754753 N, 15.0289089 E

Liberecky Region

130 445

Unique visitors / month

365 310

The number of visits / month

Location:

Shopping centre Gécko

Address:

Sousedská 599, Liberec

Placement:

Outdoor on the roof of the shopping centre

Dimensions:

23,6 m² – 615 x 384 cm

Ratio:

16:9 – 1280 x 720 px

Operation time:

6:00 a.m. – 10:00 p.m. (16 hrs)



Screen Specs

Screen's potential:

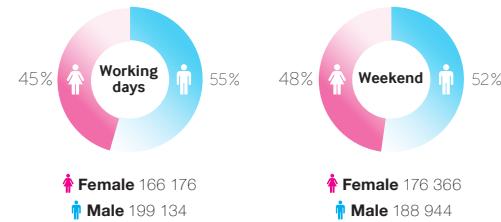
12160 Pedestrians (people a day)

19 840 Motorists (people a day)

32 000 Daily Traffic Count

Locations: business district

Positions: shopping centre



Description of Location:

The screen is located at the Gécko shopping centre, which is located in the largest and most visited shopping zone in North Bohemia. In addition to Globus and the shops in NC Gécko, there are many other retailers and companies such as - Decathlon, Sportisimo, Siko, Bauhaus, A3 sport and others. The screen is also visible from the Globus petrol station, as well as the fast food outlets KFC and McDonalds.

Coverage:

Roadway: street / pedestrian zone / intersection / parking lot

Surroundings: Public transport / shopping centre / shops / supermarket / bank / restaurant / gas station

Visibility: over 200 m