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Olomouc – Bus station  
Olomoucky Region



## Olomouc

99 092

Unique visitors / month

268 072

The number of visits / month



**Location:** Bus station  
**Address:** Sladkovského 37, Olomouc  
**Placement:** Outdoor on the roof of the building  
**Dimensions:** 22,1 m<sup>2</sup> – 576 x 384 cm  
**Ratio:** atyp – 576 x 384 px  
**Operation time:** 6:00 a.m. – 10:00 p.m. (16 hrs)



Screen Specs

16

## Screen's potential:

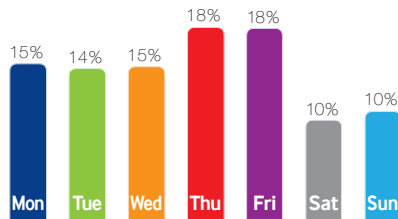
13 690 Pedestrians (people a day)

23 310 Motorists (people a day)

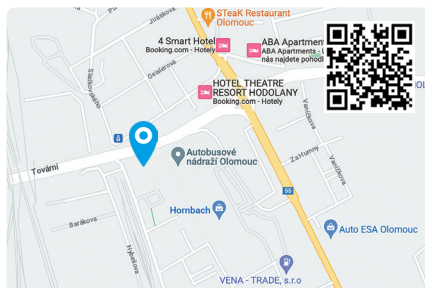
37 000 Daily Traffic Count

**Locations:** business district / industrial district /  
 / residential area

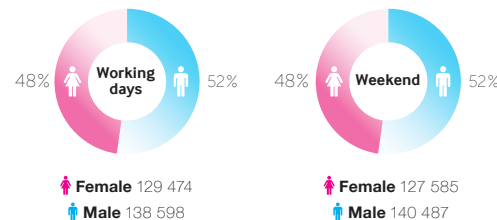
**Positions:** arrival from Ostrava  
 / direction downtown



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



GPS coordinates: 49.5881881 N, 17.2857742 E



## Description of Location:

The screen is located directly on the main bus station building with direct visibility from a very busy two-lane road.

## Coverage:

**Roadway:** street / pedestrian zone / intersection / parking lot

**Surroundings:** Public transport / CSAD station / PNS / shops / hobby market /  
 / restaurant / hotel / gas station

**Visibility:** over 100 m