



06

Pilsen – Rychtářka
Pilsen Region





Pilsen

Pilsen Region

86 003

Unique visitors / month

213 220

The number of visits / month

- Location:** Rychtářka
- Address:** Truhlářská 2755/5, Pilsen
- Placement:** Outdoor on the building shell
- Dimensions:** 23 m² – 512 × 448 cm (2x)
- Ratio:** 16:9 – 1280 × 720 px
- Operation time:** 6:00 a.m. – 10:00 p.m. (16 hours)

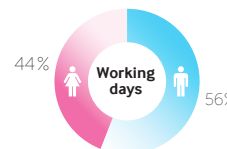


Screen Specs

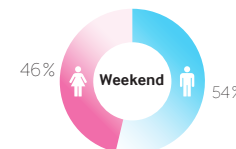


Screen's potential:

- 11 400** Pedestrians (people a day)
- 64 600** Motorists (people a day)
- 76 000** **Daily Traffic Count**



Female 94 452
 Male 118 768



Female 98 681
 Male 114 539

Locations: business district / residential area

Positions: downtown

Description of Location:

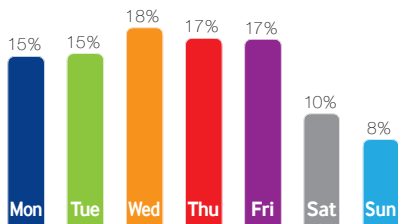
The location of the screen on the Rychtářka parking house is very lucrative in the context of the all-day high traffic in direct relation to the surrounding sports grounds, pedestrian zones, Náměstí Republiky, etc. The fundamental advantage of the screen is its division into two parts, which ensures the visibility of the advertisement from all possible angles.

Coverage:

Roadway: street / pedestrian zone / intersection / parking lot

Surroundings: Public transport / post office / PNS / cultural facilities / sports facilities / shops / school primary school, secondary school / bank / restaurant / hotel / court

Visibility: over 200 m



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



GPS coordinates: 49.7500153 N, 13.3806414 E