

03

Prague – Shopping Area Černý Most
The Capital City



Už tam
budeeem?



Prague

The Capital City

176 188

Unique visitors / month

377 010

The number of visits / month



Location: Shopping and Residential Area Černý Most
Address: Chlumecká leading to Prague, Prague 14 – Černý Most
Placement: Outdoors, on a free-standing steel pole, Chlumecká street
Dimensions: 42 m² – 900 × 470 cm
Ratio: 16:9 – 1280 × 720 px
Operation time: 6:00 a.m. – 10:00 p.m. (16 hours)



Screen Specs

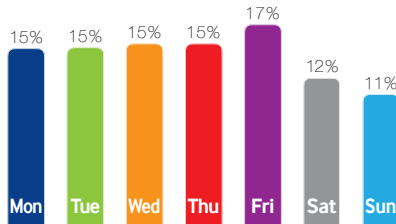
03

Screen's potential:

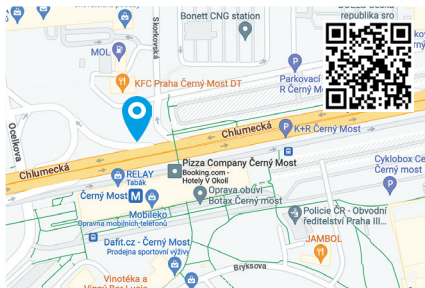
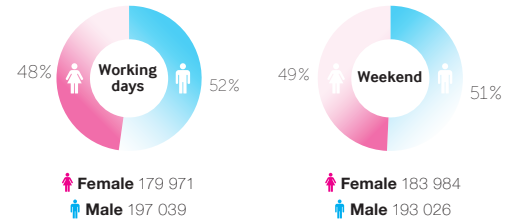
17 700 🚶 Pedestrians (people a day)

53 700 🚗 Motorists (people a day)

71 400 🕒 Daily Traffic Count

Locations: shopping area / residential area**Positions:** main road in and out of Prague
– Hradce Králové and Mladá Boleslav

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

**GPS coordinates:** 50.10965 N, 14.5766 E

Description of Location:

*A very busy shopping and residential area in the northern suburbs of Prague.**In close proximity: Makro, Hornbach, Sconto, Toyota, Humanic, KFC, McDonald's, Ikea, Centrum Černý Most and bus station of inter-city and inner-city lines terminus of B metro line. The screen is placed on a pole in the close vicinity of Chlumecká street leading to Prague from Hradec Králové and Mladá Boleslav.*

Coverage:

Roadway: main road / street / crossroads / car park**Surroundings:** Public transport (metro, bus stations) / shopping malls / petrol stations / restaurants / supermarkets / car showroom / newsagent**Visibility:** over 200 m