



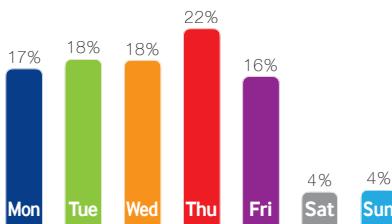
02

Prague – Pankrác Conference Centre

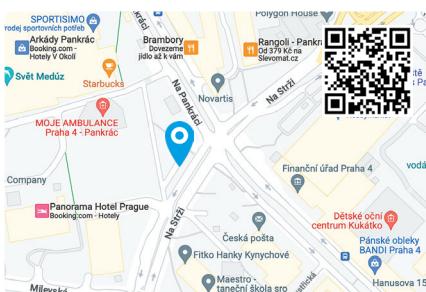
The Capital City



Prague



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



GPS coordinates: 50.0499469 N, 14.4390736 E

101 431

Unique visitors / month

415 939

The number of visits / month

The Capital City

Location:

City Empiria Pankrác

Address:

Na Strži and Budějovická Crossroads, Prague 4

Placement:

Outdoors, the skin of Konference Centre

Dimensions:

37 m² – 960 × 384 cm

Ratio:

1:2,5 – 1024 × 410 px

Operation time: 6:00 a.m. – 10:00 p.m. (16 hrs)



Screen Specs

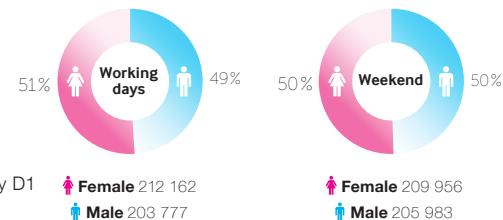
02

Screen's potential:

31 900 Pedestrians (people a day)

43 900 Motorists (people a day)

75 800 Daily Traffic Count



Locations: business park / residential area

Positions: transit, towards the centre / motorway D1

Description of Location:

The screen is placed at one of the busiest junctions of streets Na Strži and Budějovická.

The area is typical for its high concentration of office buildings (Gemini Centrum, City Empiria, Main Point Pankrác and City Tower) where prominent corporations keep their main offices.

In close proximity: DIY store Bauhaus, Shopping Mall Arkády and line C metro station.

Coverage:

Roadway: street / crossroads / car park

Surroundings: Public Transport (metro, tram, bus lines) / shopping mall / administrative building / bank / restaurant / post office / newsagent

Visibility: over 200 m