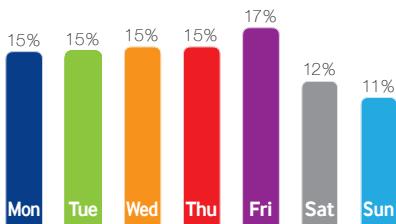


29

Prague – SC Atrium Flora  
The Capital City



# Prague



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



GPS coordinates: 50.0782947 N, 14.4612972 E

# 460 999

Unique visitors / month

# 560 100

The number of visits / month



# 29

The Capital City

**Location:**

Shopping centre Atrium Flora

**Address:**

Vinohradská 2828/151, 130 00 Prague 3 – Žižkov

**Placement:**

Outdoor on the facade of the entrance hall of SC Atrium Flora

**Dimensions:**

18,4 m<sup>2</sup> – 576 x 320 cm

**Ratio:**

16:9 – 1280 x 720 px

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

## Screen's potential:

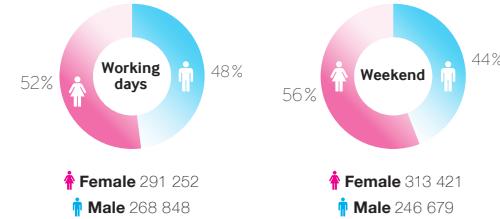
36 095 Pedestrians (people a day)

31 455 Motorists (people a day)

67 550 Daily Traffic Count

**Locations:** business district / residential area

**Positions:** downtown



## Description of Location:

The screen is located in the outdoor arcade of SC Atrium Flora, which is connected to Flora metro station on line A, at the busy intersection of Vinohradská and Jičínská. Near the screen there is a tram stop, banks, many cafes, restaurants and shops.

## Coverage:

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

**Surroundings:** Public transport / cultural facilities / restaurants / supermarket / sports facilities / hotel / shops / PNS / bank / post office / pharmacy

**Visibility:** over 200 m