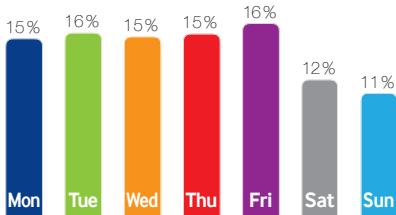


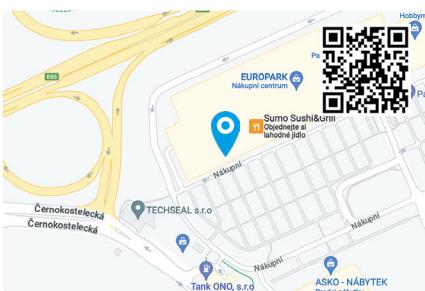
05

Prague – EUROPARK Shopping Mall The Capital City





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



GPS coordinates: 50.0725086N, 14.5421128E

358 777

Unique visitors / month

891 295

The number of visits / month

The Capital City

Location:

Shopping Center EUROPARK

Address:

Nákupní 389/3, Prague 9 – Štěrboholy

Placement:

Outdoor on the building shell

Dimensions:

44 m² – 850 × 520 cm

Ratio:

4:3 – 1024 × 768 px

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



Screen Specs

Screen's potential:

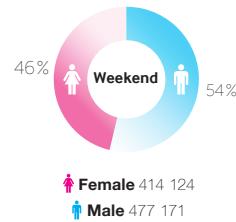
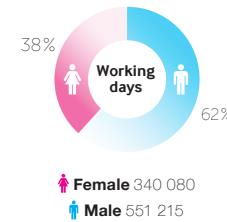
29 900 Pedestrians (people a day)

31 100 Motorists (people a day)

61 000 Daily Traffic Count

Locations: business district / residential area

Positions: parking lot, passage towards the centre and vice versa



Description of Location:

The target area is the shopping and residential centre of the eastern suburban area.

The location offers a wide range of services in the following segments: car dealership, restaurants, hobby market and public transport networks. The screen is oriented towards the main entrance of the OC. It covers a substantial part of the outdoor parking lot. Near the busy intersection of Průmyslová and Štěrboholská radiala, pedestrian and motorized passants...

Coverage:

Roadway: parking / shopping area

Surroundings: Public transport (bus, tram) / department stores / restaurants / supermarket / / shops / post office / pharmacy / exchange office / bank

Visibility: over 200 m