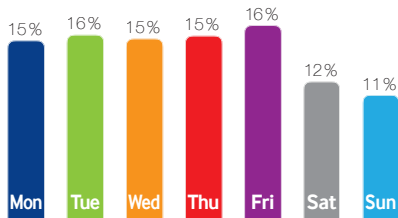


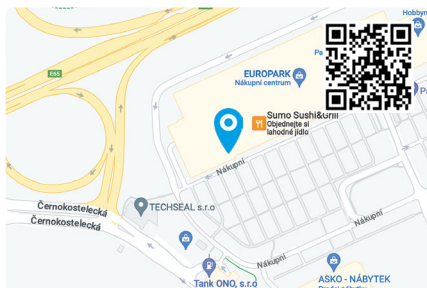
05

Prague – EUROPARK Shopping Mall
The Capital City





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



GPS coordinates: 50.0725086 N, 14.5421128 E

Prague

The Capital City

Location: Shopping Center EUROPARK
Address: Nákupní 389/3, Prague 9 – Štěrboholy
Placement: Outdoor on the building shell
Dimensions: 41,25 m² – 750 × 550 cm
Ratio: atyp – 1920 × 1408 px
Operation time: 6:00 a.m. – 10:00 p.m. (16 hours)

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 radia, 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

358 777

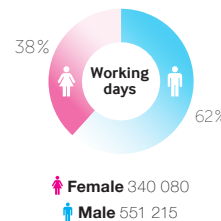
Unique visitors / month

891 295

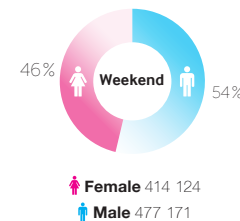
The number of visits / month



Screen Specs



Female 340 080
 Male 551 215



Female 414 124
 Male 477 171