

05

## Prague – EUROPARK Shopping Mall

The Capital City



## Prague

358 777

Unique visitors / month

891 295

The number of visits / month



**Location:** Shopping Center EUROPARK  
**Address:** Ná kupní 389/3, Prague 9 – Štěrboboholy  
**Placement:** Outdoor on the building shell  
**Dimensions:** 44 m<sup>2</sup> – 850 × 520 cm  
**Ratio:** 4:3 – 1024 × 768 px  
**Operation time:** 6:00 a.m. – 10:00 p.m. (16 hours)



Screen Specs

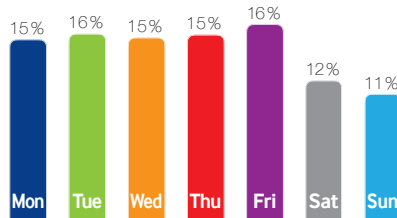
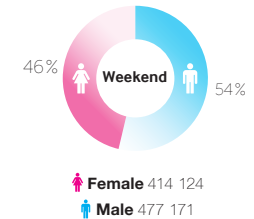
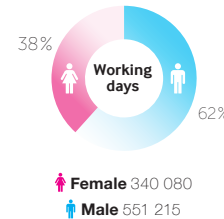
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## Screen's potential:

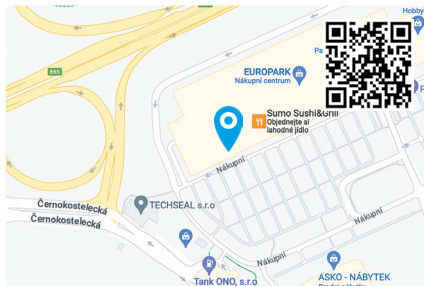
29 900 Pedestrians (people a day)

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

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



GPS coordinates: 50.0725086 N, 14.5421128 E

## 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 Štěrboboholská 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