

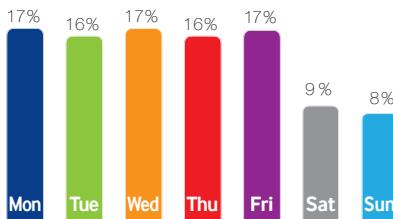
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Příbram – SC Skalka  
Central Bohemian Region

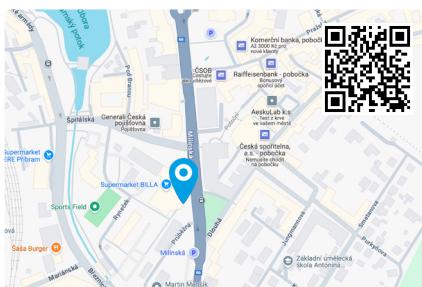


Unique visitors / month

The number of visits / month



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



Central Bohemian Region

**Location:** OC Skalka**Address:** Milínská 134, 261 01 Příbram 1**Placement:** Outdoor behind the window of the shopping center**Dimensions:** 5,8 m<sup>2</sup> - 288 x 288 cm**Ratio:** 1:1, 720 x 720 px**Operation time:** 6:00 a.m. – 10:00 p.m. (16 hodin)

Screen Specs

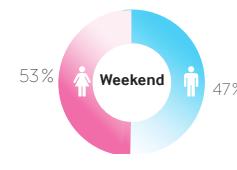
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### Screen's potential:

9 298 Pedestrians (people a day)

11 298 Motorists (people a day)

20 596 Daily Traffic Count

**Locations:** business district / residential district**Positions:** city center, public transport, pedestrian zone

### Description of Location:

The LED screen in Příbram is located behind the window of the SKALKA shopping center, situated on the main thoroughfare of this Central Bohemian city. The surrounding area of the screen includes all civic amenities, banks, offices, and public transport stops.

### Coverage:

**Roadway:** shopping zone**Surroundings:** public transport / restaurants / supermarket / shops / post office / pharmacy**Visibility:** over 100 m