

49

Příbram – SC Skalka
Central Bohemian Region

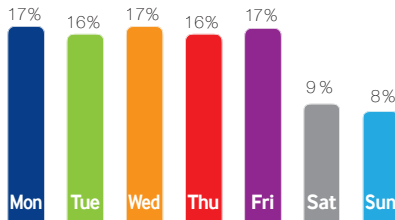




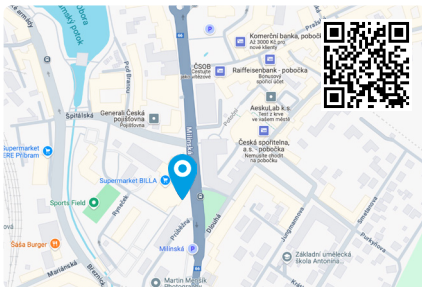
Location: OC Skalka
Address: Milínská 134, 261 01 Příbram 1
Placement: Outdoor behind the window of the shopping center
Dimensions: 5,8 m² - 288 x 288 cm
Ratio: 1:1, 720 x 720 px
Operation time: 6:00 a.m. – 10:00 p.m. (16 hodin)



Screen Specs



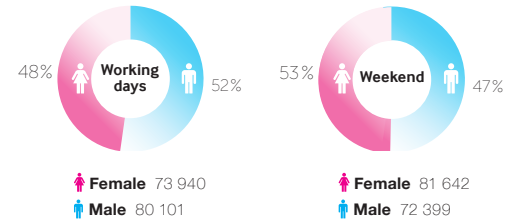
Weekly viewership 6:00 a.m. – 10:00 p.m.



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