

14 **Ústí nad Labem – Mírové náměstí**
Ustecky Region

Ústí nad Labem

Ustecky Region

48 977
Unique visitors / month

129 214
The number of visits / month



Location: Mírové náměstí *[Peace square]*
Address: Mírové náměstí 6, Ústí nad Labem
Placement: Outdoor on the roof of the building
Dimensions: 29,4 m² – 717 × 410 cm
Ratio: atyp – 896 x 512 px
Operation time: 6:00 a.m. – 10:00 p.m. (16 hrs)

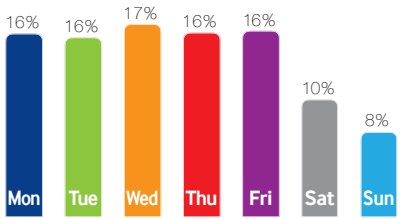
Screen Specs

14

Screen's potential:

37 800	Pedestrians (people a day)
7 200	Motorists (people a day)
45 000	**Daily Traffic Count**

Locations: business district / residential district / square
Positions: downtown



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



Female 59 955
Male 69 259



Female 63 013
Male 66 201

Description of Location:

The screen is located in the main square of the city. It is a busy location with direct visibility from public transport. There is a shopping and office zone in the area.

Coverage:

Roadway: street / pedestrian zone
Surroundings: Public transport / post office / PNS / shops / department store / supermarket / bank / / restaurant / hotel / school / high school
Visibility: over 250 m



GPS coordinates: 50.660543 N, 14.041704 E