



ROSSMANN

OBCHODNÍ
CENTRUM
BOHEMIA

KRIZE



ROSSMANN

ROSSMANN

14

Ústí nad Labem – Mírové náměstí
Ustecky Region



Ústí nad Labem

48 977

129 214



Ustecky Region

Unique visitors / month

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 x 410 cm**Ratio:**

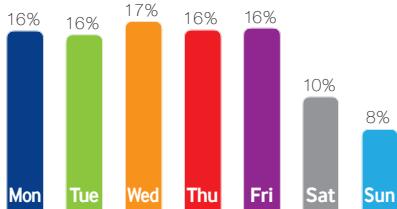
16:9 – 1280 x 720 px

Operation time:

6:00 a.m. – 10:00 p.m. (16 hrs)



14



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

**GPS coordinates:** 50.660543 N, 14.041704 E**Screen's potential:**

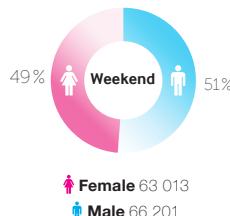
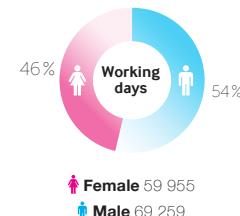
37 800 Pedestrians (people a day)

7 200 Motorists (people a day)

45 000 Daily Traffic Count

Locations: business district / residential district / square

Positions: downtown

**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