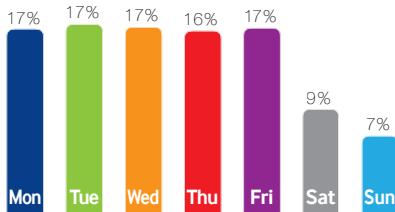


23

Zlín – Třída Tomáše Bati
Zlinsky Region





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



GPS coordinates: 49.2239711 N, 17.661311 E

93 120

Unique visitors / month

161 987

The number of visits / month

Zlinsky Region

Location:

Třída Tomáše Bati [*Tomas Bata Avenue*]

Address:

Gahurova 4467, Zlín

Placement:

Outdoor on the roof of the building

Dimensions:

12,6 m² – 410 × 307 cm

Ratio:

4:3 – 1024 × 768 px

Operation time:

6:00 a.m. – 10:00 p.m. (16 hours)



Screen Specs

23

Screen's potential:

13 570 Pedestrians (people a day)

23 430 Motorists (people a day)

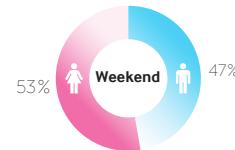
37 000 Daily Traffic Count

Locations: business district / residential area

Positions: main drag / downtown



Female 88 156
Male 73 831



Female 86 119
Male 75 868

Description of Location:

The LED screen is located on the building of small shop complexes, in direct line of sight of the bus stops and busy intersections. The location of the screen in the immediate vicinity of Tomáš Bata Avenue, the main thoroughfare through Zlín, offers a high concentration of both drivers and pedestrians. It is a very busy area - banks, parking lots, cultural house, restaurants, market, regional office.

Coverage:

Roadway: street / pedestrian zone / intersection / parking lot

Surroundings: Public transport / post office / PNS / shops / county office / banks / restaurants / / community centre / library / college / school

Visibility: over 200 m