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Zlín – Třída Tomáše Bati  
Zlinsky Region





## Zlín

Zlinsky Region

93 120

Unique visitors / month

161 987

The number of visits / month

**Location:** Třída Tomáše Bati [Tomas Bata Avenue]  
**Address:** Gahurova 4467, Zlín  
**Placement:** Outdoor on the roof of the building  
**Dimensions:** 12,6 m<sup>2</sup> – 410 × 307 cm  
**Ratio:** 4:3 – 1024 × 768 px  
**Operation time:** 6:00 a.m. – 10:00 p.m. (16 hours)



Screen Specs

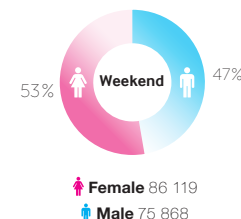
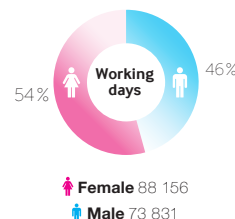
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## Screen's potential:

13 570 Pedestrians (people a day)

23 430 Motorists (people a day)

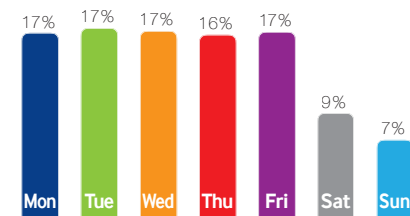
37 000 Daily Traffic Count

**Locations:** business district / residential area**Positions:** main drag / downtown

## 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

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



GPS coordinates: 49.2239711 N, 17.661311 E