

We make  
**you visible**

LEDMULTIMEDIA 

With us  
**you are  
seen**

→ Interactive advertising screens  
→ Flexible time planning



# The largest independent network of LED screens in the Czech Republic



**70**

LED screens



**30**

Cities of the Czech Republic



**4,8 mil.**

Passengers / day

# List of areas

## Prague – The Capital City

<b>02</b>	Praha 4 – Pankrác Conference Centre	37
<b>03</b>	Praha 14 – Shopping and Residential Area Černý Most	39
<b>04</b>	Praha 10 – VIVO! Shopping Mall Hostivař	41
<b>05</b>	Praha 10 – EURO PARK Shopping Mall	43
<b>29</b>	Praha 3 – Shopping Centre Atrium Flora	45
<b>32</b>	Praha 4 – Pedestrian Corridor Budějovická	47
<b>40</b>	Praha 4 – NeuMax – Braník	49
<b>51</b>	Praha – Makro Cash&Carry	51
<hr/>		
<b>A1</b>	OC Westfield Chodov – Design Galery 1	9
<b>A2</b>	OC Westfield Chodov – Design Galery 2	11
<b>A3</b>	OC Westfield Chodov – Entrance E	13
<b>A4</b>	OC Westfield Chodov – Escalator to Albert	15
<b>A5</b>	OC Westfield Chodov – Douglas	17
<b>B2</b>	Centrum Černý Most – Passage	21
<b>B3</b>	Centrum Černý Most – Central Plaza	23
<b>B4</b>	Centrum Černý Most – Globe	25
<b>B5</b>	Centrum Černý Most – West entrance (C&A)	27
<b>B6</b>	Centrum Černý Most – West entrance (P&C)	29
<b>C1</b>	Metropole Zlíchín – Central Plaza	33
<b>C2</b>	Metropole Zlíchín – The Area near Albert	35

## Central Bohemian Region

<b>44</b>	Benešov u Prahy – Supermarket Billa	53
<b>45</b>	Votice – Komenského náměstí	55
<b>49</b>	Příbram – SC Skalka	57

## Ustecky Region

<b>14</b>	Ústí nad Labem – Mírové náměstí	81
<b>33</b>	Teplice – SC Fontána	83

## Pilsen Region

<b>06</b>	Plzeň – Rychtářka	59
<b>07</b>	Plzeň – Sady Pětatřicátníků	61
<b>28</b>	Plzeň – Americká	63

## Karlovarsky Region

<b>41</b>	Karlovy Vary – Třída T. G. Masaryka	65
<b>08</b>	Karlovy Vary – Plech aréna	67
<b>54</b>	Karlovy Vary – Makro Cash&Carry	69

## Liberecky Region

<b>15</b>	Liberec – SC Forum	85
<b>25</b>	Liberec – SC Géčko	87
<b>39</b>	Jablonec nad Nisou – Municipal Ice Stadium	89

# List of areas

## South Bohemian Region

09	České Budějovice – DS Prior	71
26	České Budějovice – Exhibition Centre	73
10	Tábor – Křížkovo náměstí	75
11	Jindřichův Hradec – Masarykovo náměstí	77
12	Strakonice – Komenského	79

## Kralovehradecký Region

20	Hradec Králové – Riegrovo náměstí	131
21	Hradec Králové – Náměstí 28. října	133
42	Trutnov – Roundabout	135

## Pardubice Region

34	Pardubice – Enteria Arena	137
----	---------------------------	-----

## Vysocina Region

22	Jihlava – SC Citypark	139
30	Havlíčkův Brod – Smetanovo náměstí	141
46	Pelhřimov – Nádraží	143
58	Třebíč – Komenského náměstí	145

## Moravian-Silesian Region

18	Ostrava – Zábřeh	107
19	Ostrava – Vítkovice	109
47	Ostrava – SC Laso	111
48	Ostrava – SC Karolína GIGA	113
50	Ostrava – Makro Cash&Carry	115
61	Ostrava – Centrum	117

62	Ostrava – Třebovice	119
K1	SC Nová Karolína – Foodcourt	121
K2	SC Nová Karolína – Lift	123
59	Haviřov - Vehicle inspection station	125
55	Bílá – Ski resort Beskydy	127
56	Ostravice – Nádraží	129

## Olomoucký Region

16	Olomouc – Bus station	91
53	Olomouc – Makro Cash&Carry	93
17	Přerov – Nádražní ulice	95

## South-Moravian Region

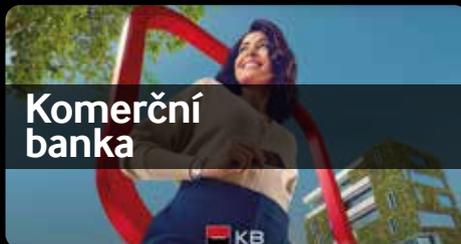
36	Brno – SC Olympia	97
37	Brno – Mendlovo náměstí	99
38	Brno – Dornych	101
52	Brno – Makro Cash&Carry	103
57	Břeclav – Cultural Center Delta	105

## Zlínský Region

23	Zlín – Třída Tomáše Bati	147
60	Zlín – SC Zlaté Jablko	149
24	Uherské Hradiště – Rybárny	151

## Wide range of ads

LED technology is an opportunity to present customers with an interesting, modern and clean form of advertising, focused on image or product, with a much wider range of campaign settings.



## There are no limits to creativity

When it comes to the spot itself, it's important to capture the idea you want to use in the ad and incorporate it as effectively as possible into the actual result.

There are no limits to creativity, which is a major advantage from static ads such as flyers, billboards and others.

# Advantages of LED panels



## Top in DOOH advertising

Large-format LED screens are among the top in dynamic visual outdoor advertising.



## Excellent visibility

LED technology ensures excellent visibility of your advertising even in poor weather conditions (fog, rain, snow).



## Central campaign management

Thanks to the central management of LED screens, we respond quickly to the needs of client's needs (change of spots or rotations) with minimal time delays.



## Choice of content media plan

We have automated spot deployment with the possibility of adding with additional interesting content such as news, weather, traffic information.



A

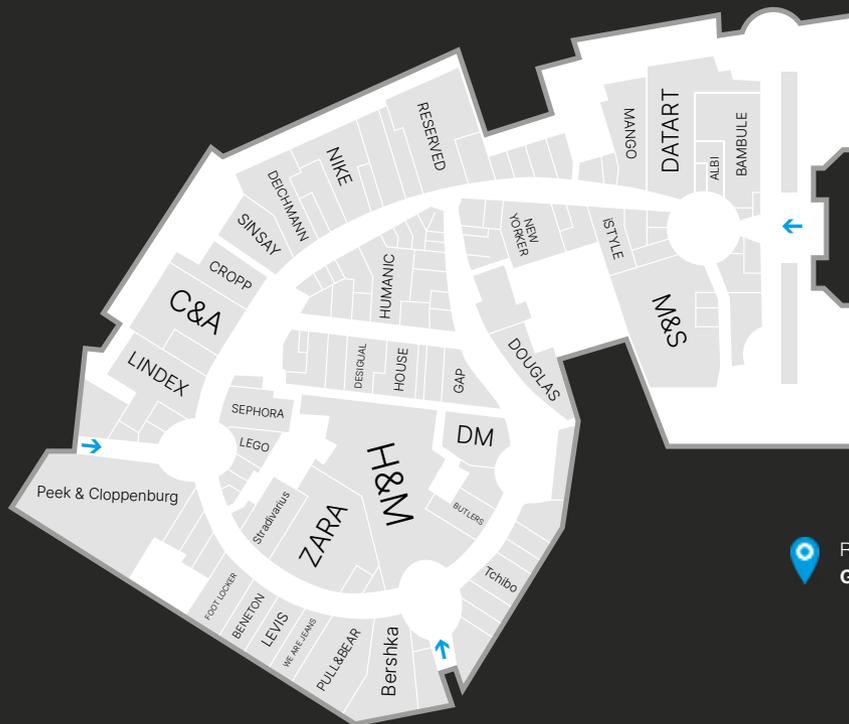
**SC Westfield Chodov**  
The Capital City

## SC Westfield Chodov

The Capital City

Westfield Chodov is the largest with 300 stores shopping centre in the Czech Republic. In terms of retail space, it is with 100.000 m<sup>2</sup>, second only to OC Letňany. Located in the Chodov district of Prague

near the Chodov metro station, between U Kunratického lesa, Roztylská and the motorway D1 to Brno. 13 million customers pass through them annually, employing approximately 8.000 people.



## Screens:

- A1** Design Galery 1
- A2** Design Galery 2
- A3** Entrance E
- A4** Escalator to Albert
- A5** Douglas

## Coverage:

**Roadway:** street / pedestrian zone

**Surroundings:** Public transport (metro, bus) / commercial houses / cultural facilities / restaurants / supermarket / / sports facilities / hotel / shops / PNS / bank / / post office / pharmacy



Roztylská, Praha – Chodov

**GPS coordinates:** 50.030 N, 14.490 E



IST

DIOR

S námi  
jste vidět  
LEDMULTIMEDIA

PANORAMA

A1

Design Galery 1  
SC Westfield Chodov



## Prague – SC Westfield Chodov

The Capital City



**Location:** Design Galery 1  
**Address:** Roztylská 2321/19, 148 00 Prague 4 – Chodov  
**Placement:** Indoor  
**Dimensions:** 7,2 m<sup>2</sup> – 480 × 150 cm  
**Ratio:** 1536 × 480 px  
**Operation time:** 8:00 a.m. – 09:00 p.m. (13 hrs)



Screen Specs

**A1****Description of Location:**

*The LED screen is located on the 1<sup>st</sup> floor level in a fashionable Designer gallery where the following are represented Premium brands such as Luisa Spagnoli, MAX&Co., COS, French Connection, Armani Exchange and Michael Kors, but also Czech Labels & Friends – the largest space with local fashion and design in the Czech Republic and Slovakia! Excellent visibility from both floors.*



Roztylská, Praha – Chodov

**GPS coordinates:** 50.030 N, 14.490 E

A2

Design Galery 2  
SC Westfield Chodov



## Prague – SC Westfield Chodov

The Capital City



**Location:** Design Galery 2  
**Address:** Roztylská 2321/19, 148 00 Prague 4 – Chodov  
**Placement:** Indoor  
**Dimensions:** 9,9 m<sup>2</sup> – 660 × 150 cm  
**Ratio:** 2120 × 480 px  
**Operation time:** 8:00 a.m. – 09:00 p.m. (13 hrs)



Screen Specs

**A2****Description of Location:**

*The LED screen is located on the 1<sup>st</sup> floor level in a fashionable Designer gallery where the following are represented Premium brands such as Luisa Spagnoli, MAX&Co., COS, French Connection, Armani Exchange and Michael Kors, but also Czech Labels & Friends – the largest space with local fashion and design in the Czech Republic and Slovakia! Excellent visibility from both floors.*



Roztylská, Praha – Chodov  
**GPS coordinates:** 50.030 N, 14.490 E

A3

Entrance E  
SC Westfield Chodov



S námi  
**jste vidět**  
LEDMULTIMEDIA



## Prague – SC Westfield Chodov

The Capital City



<b>Location:</b>	Entrance E
<b>Address:</b>	Roztylská 2321/19, 148 00 Prague 4 – Chodov
<b>Placement:</b>	Indoor
<b>Dimensions:</b>	23,4 m <sup>2</sup> – 600 × 390 cm
<b>Ratio:</b>	1920 × 1248 px
<b>Operation time:</b>	7:00 a.m. – 09:00 p.m. (13 hrs)



Screen Specs

**A3****Description of Location:**

*The screen is located on level -1 near the entrance E, which is the entrance from the Chodov bus stop, is located above the escalators to the -2<sup>nd</sup> floor, at the access to the connection to the metro at a very busy location with visibility also from the ground floor.*





**A4**

**Escalator to Albert**  
SC Westfield Chodov



## Prague – SC Westfield Chodov

The Capital City



- Location:** Escalator to Albert  
**Address:** Roztylská 2321/19, 148 00 Prague 4 – Chodov  
**Placement:** Indoor  
**Dimensions:** 23,4 m<sup>2</sup> – 600 × 390 cm  
**Ratio:** 1920 × 1248 px  
**Operation time:** 8:00 a.m. – 09:00 p.m. (13 hrs)



Screen Specs

**A4****Description of Location:**

*The LED screen, located above the escalator leading to the ALBERT Supermarket, replaced the original projection screen. The modern format combined with a very detailed resolution of the screen, will allow the display of the finest details of your advertisements. The screen is in location where the Westfield Chodov night passage is, therefore the advertising impact of this area is maximum throughout the day.*



Roztylská, Praha – Chodov

GPS coordinates: 50.030 N, 14.490 E

A5

Escalator to Albert  
SC Westfield Chodov



## Prague – SC Westfield Chodov

The Capital City



**Location:** Escalator to Albert  
**Address:** Roztylská 2321/19, 148 00 Prague 4 – Chodov  
**Placement:** Indoor  
**Dimensions:** 23,4 m<sup>2</sup> – 600 × 390 cm  
**Ratio:** 1920 × 1248 px  
**Operation time:** 08:00 a.m. – 09:00 p.m. (13 hrs)



Screen Specs

**A5****Description of Location:**

*The LED screen, located above the escalator leading to the ALBERT Supermarket, replaced the original projection screen. The modern format combined with a very detailed resolution of the screen, will allow the display of the finest details of your advertisements. The screen is in location where the Westfield Chodov night passage is, therefore the advertising impact of this area is maximum throughout the day.*



Roztylská, Praha – Chodov

GPS coordinates: 50.030 N, 14.490 E

B

SC Černý Most  
The Capital City

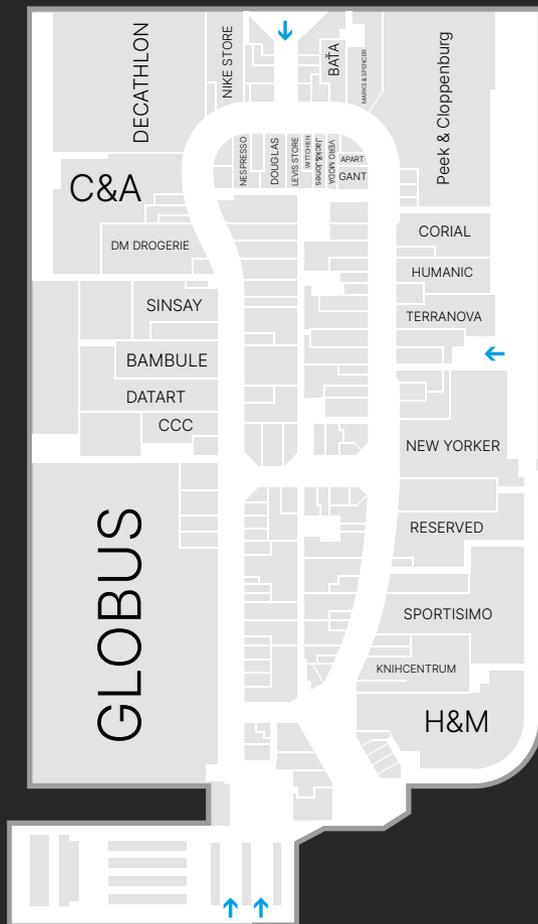


# Shopping Centre Černý Most

The Capital City

SC Černý Most covers an area of nearly 85.000 m<sup>2</sup> with 176 retail units and 3.000 parking lots. The zone offers the possibility of quality refreshments with 30 restaurants offering cuisines from all over the world. In a separate building next door, customers will find the popular XXXLutz furniture house. Visitors to the Centre Černý Most can also use the CineStar multiplex cinema, which shows films in 9 screens with a total capacity of 1.675 seats. Healthy lifestyle enthusiasts or sports enthusiasts will surely enjoy the fitness centre or in the sauna world SAUNIA.

B



## Screens:

- B2 The Passage
- B3 Central Plaza
- B4 Globe
- B5 West entrance (C&A)
- B6 West entrance (P&C)

## Coverage:

**Roadway:** street / pedestrian zone

**Surroundings:** Public transport (metro, bus) / commercial houses /  
/ cultural facilities / restaurants / supermarket / sports facilities / hotel /  
/ shops / PNS / bank



Chlumecká, Prague 14

**GPS coordinates:** 50.108 N, 14.585 E

nsay

S námi  
**jste vidět**  
LEDMULTIMEDIA

SP

HOTAVE  
ejovte  
ějšiševs

UŠETŘÍ 1/3 S  
VEVERKOU

DRŽTE  
KARTU  
KARTU  
KARTU

SALE  
-50%

**B2** The Passage  
SC Černý Most



## Prague – Shopping Centre Černý Most



The Capital City

<b>Location:</b>	The Passage
<b>Address:</b>	Chlumecká 765/6, 198 19 Prague 9 – Černý Most
<b>Placement:</b>	Indoor
<b>Dimensions:</b>	36 m <sup>2</sup> – 50 × 0,72 m
<b>Ratio:</b>	12540 × 180 px
<b>Operation time:</b>	08:00 a.m. – 09:00 p.m. (13 hrs)



Screen Specs

**B2**

### Description of Location:

*The unique screen, over 50 m in length, is situated above the food court of the shopping centre, with an ideal visibility from both floors, on the entrance side of the CineStar multiplex.*



Chlumecká, Prague 14

**GPS coordinates:** 50.108 N, 14.585 E



Pepe Jeans  
LONDON

riekar  
LUXURY

S námi  
**jste vidět**  
LEDMULTIMEDIA

iSTYLE

OFFICE

STARBUCKS

STARBUCKS

**B3**

Central Plaza  
SC Černý Most



# Prague – Shopping Centre Černý Most

The Capital City



**Location:** Central Plaza  
**Address:** Chlumecká 765/6, 198 19 Prague 9 – Černý Most  
**Placement:** Indoor  
**Dimensions:** 3,8 m<sup>2</sup> – 1152 × 336 cm  
**Ratio:** 3744 × 1092 px  
**Operation time:** 09:00 a.m. – 09:00 p.m. (13 hrs)



Screen Specs

**B3**

## Description of Location:

*The large screen is situated on the central event Central plaza, above the Starbucks coffee shop. Giant advertising area is perfectly sized for the visible from the entire arcade.*



Chlumecká, Prague 14

**GPS coordinates:** 50.108 N, 14.585 E

S námi  
**jste vidět**  
LEDMULTIMEDIA 

↑    ↙ P<sup>21-11-1</sup> ↑ P<sup>11213</sup>

**OVOCNÝ SVĚTOZOK**

OBROVSKÝ

**B4**

Central Plaza  
SC Černý Most



# Prague – Shopping Centre Černý Most

The Capital City



<b>Location:</b>	Globus
<b>Address:</b>	Chlumecká 765/6, 198 19 Prague 9 – Černý Most
<b>Placement:</b>	Indoor
<b>Dimensions:</b>	26,1 m <sup>2</sup> – 950 x 275 cm
<b>Ratio:</b>	3648 x 1056 px
<b>Operation time:</b>	7:00 a.m. – 23:00 p.m. (16 hrs)



Screen Specs

**B4**

## Description of Location:

*Strategically placed in a high-traffic passageway, our large LED screen becomes an unmissable focal point. Its size and brilliance maximize visibility, capturing shoppers' attention and elevating every campaign.*



Chlumecká, Prague 14

**GPS coordinates:** 50.108 N, 14.585 E

S námi  
jste vidět  
LEDMULTIMEDIA

Hi C&A  
Černý Most

B5

West entrance (C&A)  
SC Černý Most



royaltea



# Prague – Shopping Centre Černý Most

The Capital City



**Location:** West entrance (C&A)  
**Address:** Chlumecká 765/6, 198 19 Prague 9 – Černý Most  
**Placement:** Indoor  
**Dimensions:** 8,3 m<sup>2</sup> – 384 x 216 cm  
**Ratio:** 960 x 540 px  
**Operation time:** 08:00 a.m. – 09:00 p.m. (13 hrs)



Screen Specs

**B5**

## Description of Location:

*Strategically placed in a high-traffic passageway, our large LED screen becomes an unmissable focal point. Its size and brilliance maximize visibility, capturing shoppers' attention and elevating every campaign.*



Chlumecká, Prague 14

**GPS coordinates:** 50.108 N, 14.585 E

**B6**

West entrance (P&C)  
SC Černý Most



S námi  
**jste vidět**  
LEDMULTIMEDIA



**ienne**  
12.-15.  
zari

Peak & Clappenroth  
KAPITOL  
1.190 CZK

STILLAS

Calvin Klein



# Prague – Shopping Centre Černý Most

The Capital City



- Location:** West entrance (P&C)  
**Address:** Chlumecká 765/6, 198 19 Prague 9 – Černý Most  
**Placement:** Indoor  
**Dimensions:** 8,3 m<sup>2</sup> – 384 x 216 cm  
**Ratio:** 960 x 540 px  
**Operation time:** 08:00 a.m. – 09:00 p.m. (13 hrs)



Screen Specs

**B6**

## Description of Location:

*Strategically placed in a high-traffic passageway, our large LED screen becomes an unmissable focal point. Its size and brilliance maximize visibility, capturing shoppers' attention and elevating every campaign.*



Chlumecká, Prague 14

**GPS coordinates:** 50.108 N, 14.585 E

METROPOLE

CINEMA CITY

ELECTRO WORLD

RESERVED

LINDEX

RESERVED

C

Metropole Zlín  
The Capital City

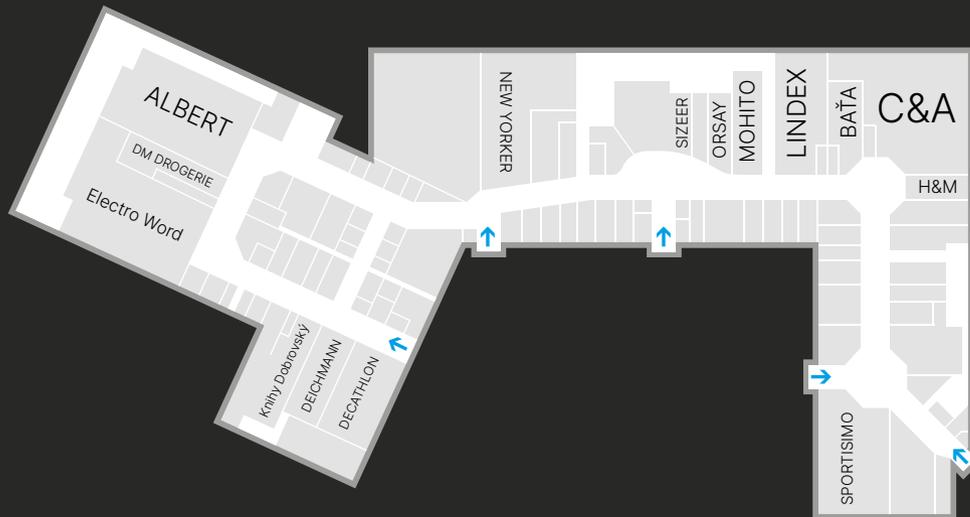


# Metropole Zličín

The Capital City

Metropole Zličín is located on the western outskirts of Prague and is one of the largest and most popular shopping and entertainment centres. Over 7 million people visit it annually. Centre has excellent transport links (10 minutes from the airport, 20 minutes from the city centre), contains a number of shops with fashionable clothing

and accessories of major brands. In addition to shoppers, there are also active exercise enthusiasts and those who like to enjoy good company with even better food and drink. For movie fans, there is a cinema with ten screens and a spa for visitors to the centre who have come to relax.



## Screens:

- C1** Central Plaza
- C2** The Area near Albert

## Coverage:

**Roadway:** street / pedestrian zone

**Surroundings:** Public transport (metro, bus) /  
/ commercial houses / cultural facilities /  
/ restaurants / supermarket / sports facilities /  
/ hotel / shops / PNS / bank /  
/ post office / pharmacy



Řevnická, Praha - Zličín

**GPS coordinates:** 50.054 N, 14.287 E

C1

Central Plaza  
Metropole Zlčín



VERO MODA

LAGERIE  
BOULEVARD

Snání  
jste vidět

CENTRA CITY

NIKE

# Prague – Metropole Zličin

The Capital City



**Location:** Central Plaza  
**Address:** Řevnická 1, 155 21 Prague – Zličin  
**Placement:** Indoor  
**Dimensions:** 21 m<sup>2</sup> – 270 × 780 cm  
**Ratio:** 864 × 2496 px  
**Operation time:** 08:00 a.m. – 09:00 p.m. (13 hrs)



Screen Specs

**C1**

## Description of Location:

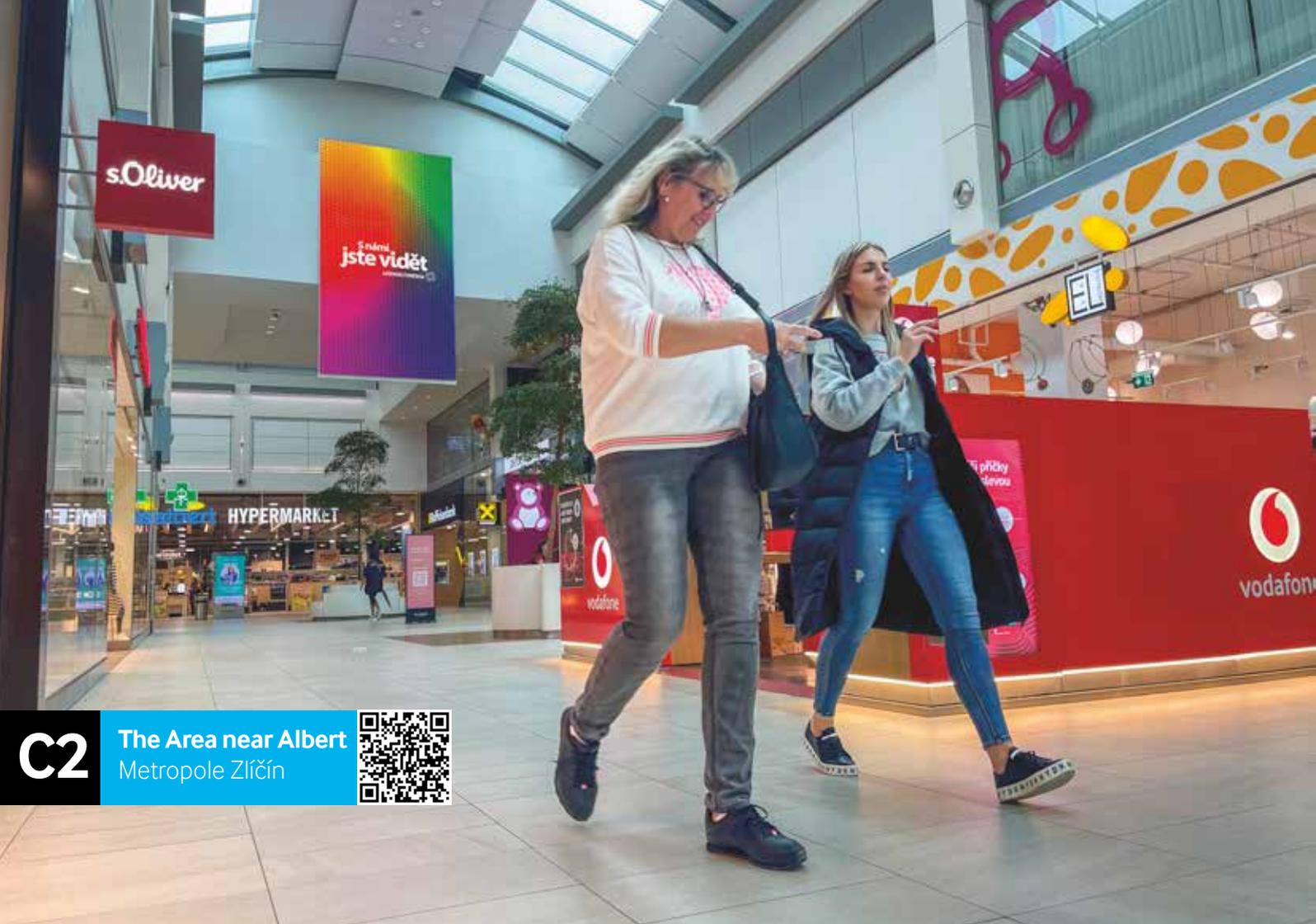
*The LED screen is located on the elevator shaft in the food The elevator is located in the elevator shaft of the shopping center, where the 4 restaurants, a fast food outlet and 2 cafes.*

*Location The location guarantees excellent visibility from both floors.*



Řevnická, Praha - Zličin

**GPS coordinates:** 50.054 N, 14.287 E



s.Oliver

S námi  
jste vidět

HYPERMARKET

vodafone

C2

The Area near Albert  
Metropole Zlín



# Prague – Metropole Zličín

The Capital City



**Location:** The Area near Albert  
**Address:** Řevnická 1, 155 21 Prague – Zličín  
**Placement:** Indoor  
**Dimensions:** 18,4 m<sup>2</sup> – 320 × 576 cm  
**Ratio:** 1280 × 2304 px  
**Operation time:** 08:00 a.m. – 09:00 p.m. (13 hrs)



Screen Specs

**C2**

## Description of Location:

*The LED screen is located in the passageway under the ceiling, above the entrance to the Albert Hypermarket. Thanks to its size, the advertising space is clearly visible from the entire passageway.*



Řevnická, Praha - Zličín

**GPS coordinates:** 50.054 N, 14.287 E

02

Prague – Pankrác Conference Centre  
The Capital City



# Prague

**101 431**

Unique visitors / month

**415 939**

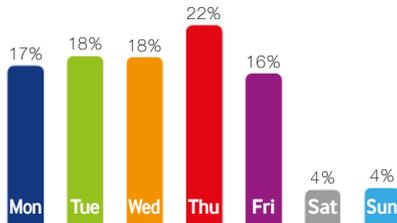
The number of visits / month



**Location:** City Empiria Pankrác  
**Address:** Na Strži and Budějovická Crossroads, Prague 4  
**Placement:** Outdoors, the skin of Conference Centre  
**Dimensions:** 37 m<sup>2</sup> – 960 × 384 cm  
**Ratio:** 1:2,5 – 1024 × 410 px  
**Operation time:** 6:00 a.m. – 10:00 p.m. (16 hrs)



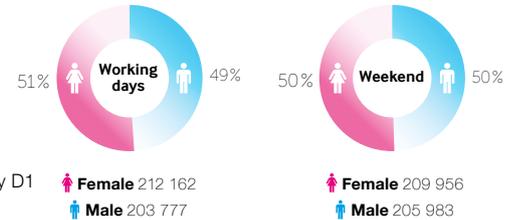
Screen Specs



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

## Screen's potential:

- 31 900** 🚶 Pedestrians (people a day)
- 43 900** 🚗 Motorists (people a day)
- 75 800** 🕒 **Daily Traffic Count**



**Locations:** business park / residential area  
**Positions:** transit, towards the centre / motorway D1

## Description of Location:

*The screen is placed at one of the busiest junctions of streets Na Strži and Budějovická. The area is typical for its high concentration of office buildings (Gemini Centrum, City Empiria, Main Point Pankrác and City Tower) where prominent corporations keep their main offices. In close proximity: DIY store Bauhaus, Shopping Mall Arkády and line C metro station.*

## Coverage:

**Roadway:** street / crossroads / car park  
**Surroundings:** Public Transport (metro, tram, bus lines) / shopping mall / administrative building / bank / restaurant / post office / newsagent  
**Visibility:** over 200 m



**GPS coordinates:** 50.0499469N, 14.4390736E

03

Prague – Shopping Area Černý Most  
The Capital City



S námi  
jste vidět  
LEDMULTIMEDIA

**KFC**  
→  
PO-PÁ 7:00-23:30  
SO-NE 8:00-23:30



# Prague

**176 188**

Unique visitors / month

**377 010**

The number of visits / month



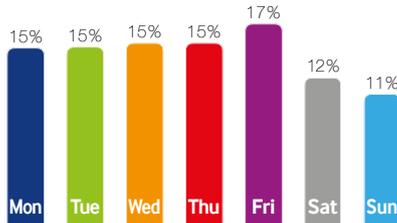
The Capital City

- Location:** Shopping and Residential Area Černý Most
- Address:** Chlumecká leading to Prague, Prague 14 – Černý Most
- Placement:** Outdoors, on a free-standing steel pole, Chlumecká street
- Dimensions:** 42 m<sup>2</sup> – 900 × 470 cm
- Ratio:** 16:9 – 1280 × 720 px
- Operation time:** 6:00 a.m. – 10:00 p.m. (16 hours)



Screen Specs

**03**

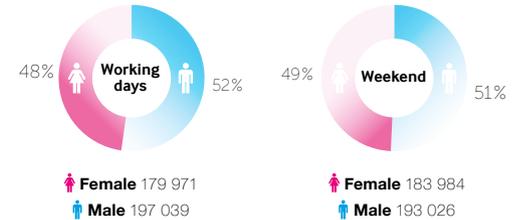


Weekly viewership 6:00 a.m. – 10:00 p.m.

## Screen's potential:

- 17 700** 🚶 Pedestrians (people a day)
- 53 700** 🚗 Motorists (people a day)
- 71 400** 🕒 **Daily Traffic Count**

**Locations:** shopping area / residential area  
**Positions:** main road in and out of Prague  
 – Hradce Králové and Mladá Boleslav



♀ **Female** 179 971  
 ♂ **Male** 197 039

♀ **Female** 183 984  
 ♂ **Male** 193 026

## Description of Location:

A very busy shopping and residential area in the northern suburbs of Prague. In close proximity: Makro, Hornbach, Sconto, Toyota, Humanic, KFC, McDonald's, Ikea, Centrum Černý Most and bus station of inter-city and inner-city lines terminus of B metro line. The screen is placed on a pole in the close vicinity of Chlumecká street leading to Prague from Hradec Králové and Mladá Boleslav.

## Coverage:

- Roadway:** main road / street / crossroads / car park
- Surroundings:** Public transport (metro, bus stations) / shopping malls / pe trol stations / restaurants / / supermarkets / car showroom / newsagent
- Visibility:** over 200 m



**GPS coordinates:** 50.10965 N, 14.57666 E



 **Raiffeisen  
BANK**

pro spirovaná klienty



*Snámi*  
**jste vidět**  
LEDMULTIMEDIA 

ledmultimedia



**KKKO**  
FASHION

  
CESKÁ POŠTA



**dm**



**PREMIER**

**KAŽDÝ**



 **SA**

# Prague

The Capital City

**114 019**

Unique visitors / month

**347 011**

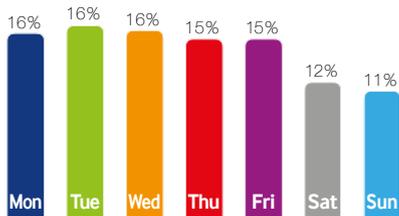
The number of visits / month



- Location:** Hostivař – VIVO! Shopping
- Address:** Švehlova 1391/32, Prague 10 – Hostivař
- Placement:** Outdoor on the building shell
- Dimensions:** 14,7 m<sup>2</sup> – 512 × 288 cm
- Ratio:** 16:9 – 1280 × 720 px
- Operation time:** 6:00 a.m. – 10:00 p.m. (16 hours)



Screen Specs

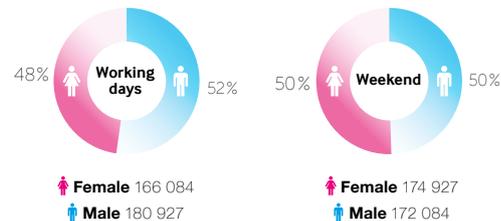


Weekly viewership 6:00 a.m. – 10:00 p.m.

## Screen's potential:

- 29 900** 🚶 Pedestrians (people a day)
- 31 100** 🚗 Motorists (people a day)
- 61 000** 🕒 **Daily Traffic Count**

**Locations:** business district / residential area  
**Positions:** parking lot, passage towards the centre and vice versa



## Description of Location:

The Screen is placed on the shopping mall to the right of the main entrance. It is the centre of the southern part of Prague 10 residential area in the vicinity of Prague Ring motorway Jižní spojka. Fitness centres, restaurants, supermarket, Datart, McDonalds, Post office and others. The screen faces Švehlova street. The venue offers popular services: Palace Cinemas.

## Coverage:

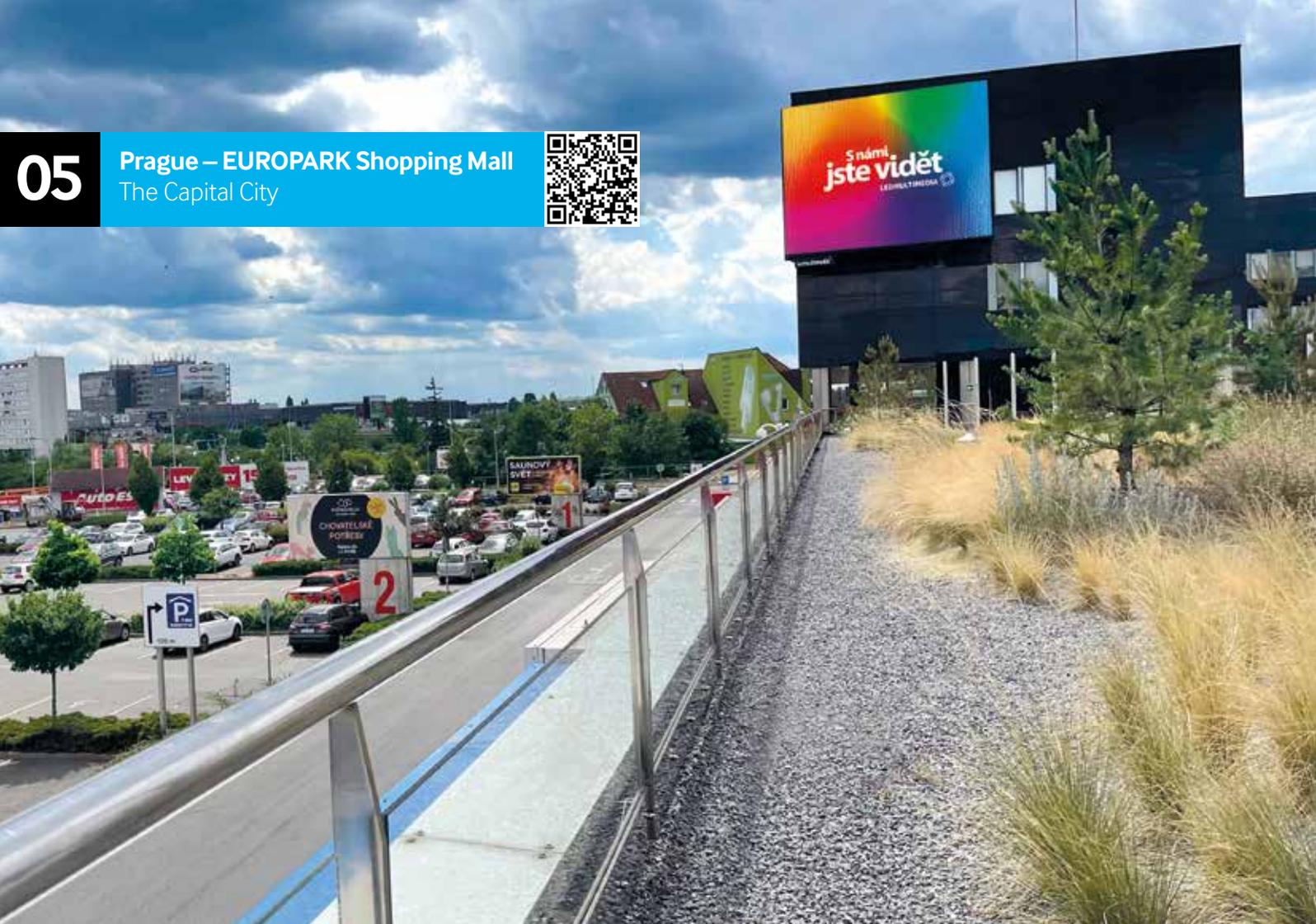
- Roadway:** car park / shopping area
- Surroundings:** Public Transport (bus and tram lines) / shopping malls / restaurants / supermarket / shops / post office / pharmacy
- Visibility:** over 200 m



**GPS coordinates:** 50.0534150 N, 14.5178375 E

05

Prague – EUROPARK Shopping Mall  
The Capital City



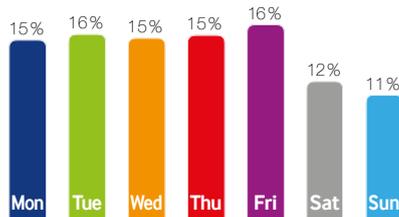
## Prague

358 777

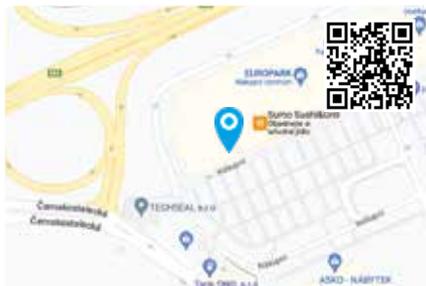
Unique visitors / month

891 295

The number of visits / month



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



GPS coordinates: 50.0725086 N, 14.5421128 E

The Capital City

**Location:** Shopping Center EUROPARK  
**Address:** Nákupní 389/3, Prague 9 – Štěrboholy  
**Placement:** Outdoor on the building shell  
**Dimensions:** 41,25 m<sup>2</sup> – 750 × 550 cm  
**Ratio:** atyp – 1920 × 1408 px  
**Operation time:** 6:00 a.m. – 10:00 p.m. (16 hours)

## Screen's potential:

29 900 Pedestrians (people a day)

31 100 Motorists (people a day)

61 000 Daily Traffic Count

**Locations:** business district / residential area**Positions:** parking lot, passage towards the centre and vice versa

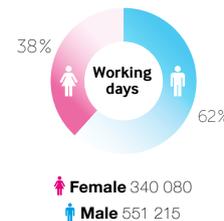
## Description of Location:

The target area is the shopping and residential centre of the eastern suburban area. The location offers a wide range of services in the following segments: car dealership, restaurants, hobby market and public transport networks. The screen is oriented towards the main entrance of the OC. It covers a substantial part of the outdoor parking lot. Near the busy intersection of Průmyslová and Štěrboholská radia, pedestrian and motorized passants...

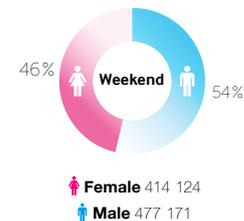
## Coverage:

**Roadway:** parking / shopping area**Surroundings:** Public transport (bus, tram) / department stores / restaurants / supermarket / shops / post office / pharmacy / exchange office / bank**Visibility:** over 200 m

Screen Specs



Female 340 080  
 Male 551 215



Female 414 124  
 Male 477 171

29

Prague – SC Atrium Flora  
The Capital City



# Prague

**460 999**

Unique visitors / month

**560 100**

The number of visits / month



**Location:** Shopping centre Atrium Flora  
**Address:** Vinohradská 2828/151, 130 00 Prague 3 – Žižkov  
**Placement:** Outdoor on the facade of the entrance hall of SC Atrium Flora  
**Dimensions:** 18,4 m<sup>2</sup> – 576 × 320 cm  
**Ratio:** 16:9 – 1280 × 720 px  
**Operation time:** 6:00 a.m. – 10:00 p.m. (16 hours)



Screen Specs



## Screen's potential:

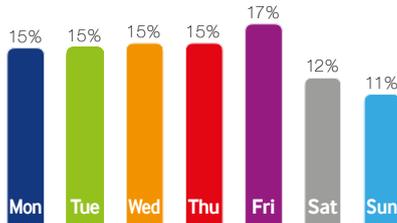
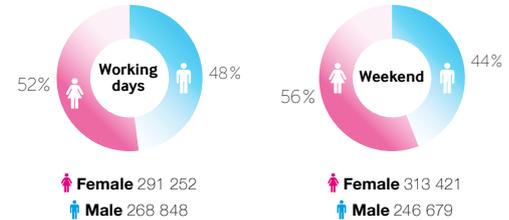
**36 095** 🚶 Pedestrians (people a day)

**31 455** 🚗 Motorists (people a day)

**67 550** 🕒 **Daily Traffic Count**

**Locations:** business district / residential area

**Positions:** downtown



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



**GPS coordinates:** 50.0782947 N, 14.4612972 E

## Description of Location:

The screen is located in the outdoor arcade of SC Atrium Flora, which is connected to Flora metro station on line A, at the busy intersection of Vinohradská and Jiřinská. Near the screen there is a tram stop, banks, many cafes, restaurants and shops.

## Coverage:

**Roadway:** intersection / street / pedestrian zone

**Surroundings:** Public transport / cultural facilities / restaurants / supermarket / sports facilities / hotel / shops / PNS / bank / post office / pharmacy

**Visibility:** over 200 m



32

**Pedestrian corridor Budějovická**  
Prague – The Capital City



# Prague

The Capital City

**197 366**

Unique visitors / month

**234 679**

The number of visits / month

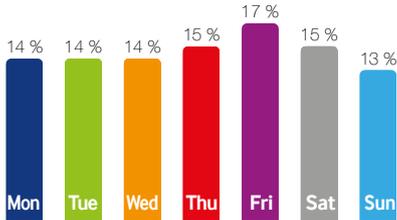


- Location:** Shopping zone – Budějovická pedestrian corridor
- Address:** Olbrachtova 1946/64, 140 00 Prague 4 – Krč
- Placement:** Outdoor on the footbridge
- Dimensions:** 3,84 m<sup>2</sup> – 210 × 160 cm
- Ratio:** 16:9 – 1280 × 720 px
- Operation time:** 6:00 a.m. – 10:00 p.m. (16 hours)



Screen Specs

**32**



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

## Screen's potential:

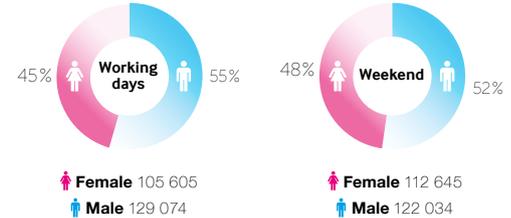
**39 473** 🚶 Pedestrians (people a day)

**0** 🚗 Motorists (people a day)

**39 473** 🕒 **Daily Traffic Count**

**Locations:** business district / residential area

**Positions:** pedestrian zone of OC DBK

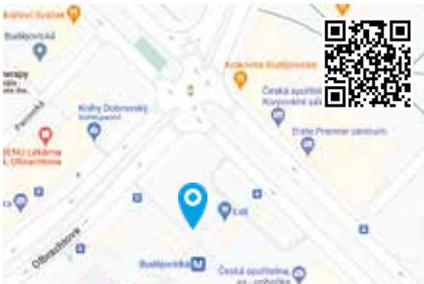


👩 **Female** 105 605  
👨 **Male** 129 074

👩 **Female** 112 645  
👨 **Male** 122 034

## Description of Location:

*The screen is located on the footbridge above the pedestrian zone of the DBK shopping centre, near the metro station Budějovická - complex of office buildings and banking houses, Budějovická polyclinic, Prague 4 Municipal Office.*



**GPS coordinates:** 50.04446 N, 14.44853 E

## Coverage:

**Roadway:** pedestrian zone

**Surroundings:** metro station / department stores / restaurants / supermarket / banking houses

**Visibility:** over 250 m



40

Prague – NeuMax  
Prague – The Capital City



# Prague

**161 054**

Unique visitors / month

**357 010**

The number of visits / month



**Location:** NeuMax  
**Address:** 1818/13 Pikovická Street, 140 00 Prague 4 – Braník  
**Placement:** Outdoors, on the building shell  
**Dimensions:** 27,17 m<sup>2</sup> – 614 x 410 cm  
**Ratio:** 16:9 – 1280 x 720 px  
**Operation time:** 6:00 a.m. – 10:00 p.m. (16 hours)



Screen Specs

**40**

## Screen's potential:

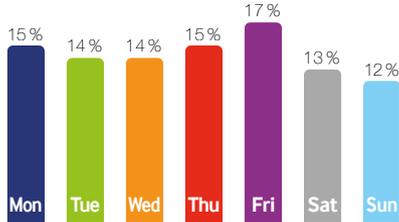
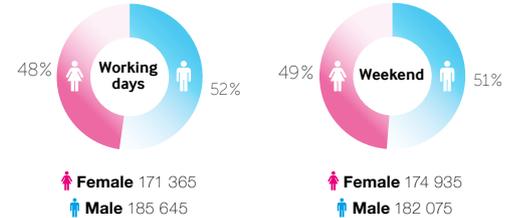
**26 445** 🚶 Pedestrians (people a day)

**52 890** 🚗 Motorists (people a day)

**79 335** 🕒 **Daily Traffic Count**

**Locations:** business district / residential area

**Positions:** road Modřanská



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



**GPS coordinates:** 50.031793 N, 14.409234 E

## Description of Location:

The LED screen is located on the shell of the Neumax building with an impact on the busy Modřanská – Jižní spojka intersection, which is the main route to the Braník, Lhotka, Kamýk and Komořany housing estates. There are tram and bus routes in the vicinity. There are office buildings and other commercial premises, a sports complex for relaxation HAMR and a nearby golf course.

## Coverage:

**Roadway:** street / intersection / entrance to the City Ring Road

**Surroundings:** company headquarters / busy Modřanská road

**Visibility:** over 100 m

ro

Společně  
jste vidět  
KAMALOVCE

51

Prague – Makro Cash&Carry  
Prague – The Capital City



# Prague

**41 015**

Unique visitors / month

**164 274**

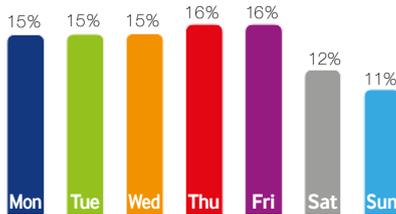
The number of visits / month



**Location:** Makro Cash & Carry  
**Address:** Jeremiášova 1249/7, 150 00 Prague 5  
**Placement:** Outdoor in the shopping center parking lot  
**Dimensions:** 15 m<sup>2</sup> - 500 x 300 cm  
**Ratio:** 16:9, 960 x 580 px  
**Operation time:** 6:00 a.m. – 9:00 p.m. (15 hours)



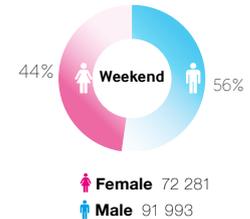
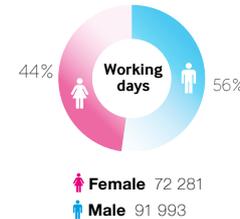
Screen Specs

**51**

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



## Potenciál obrazovky:

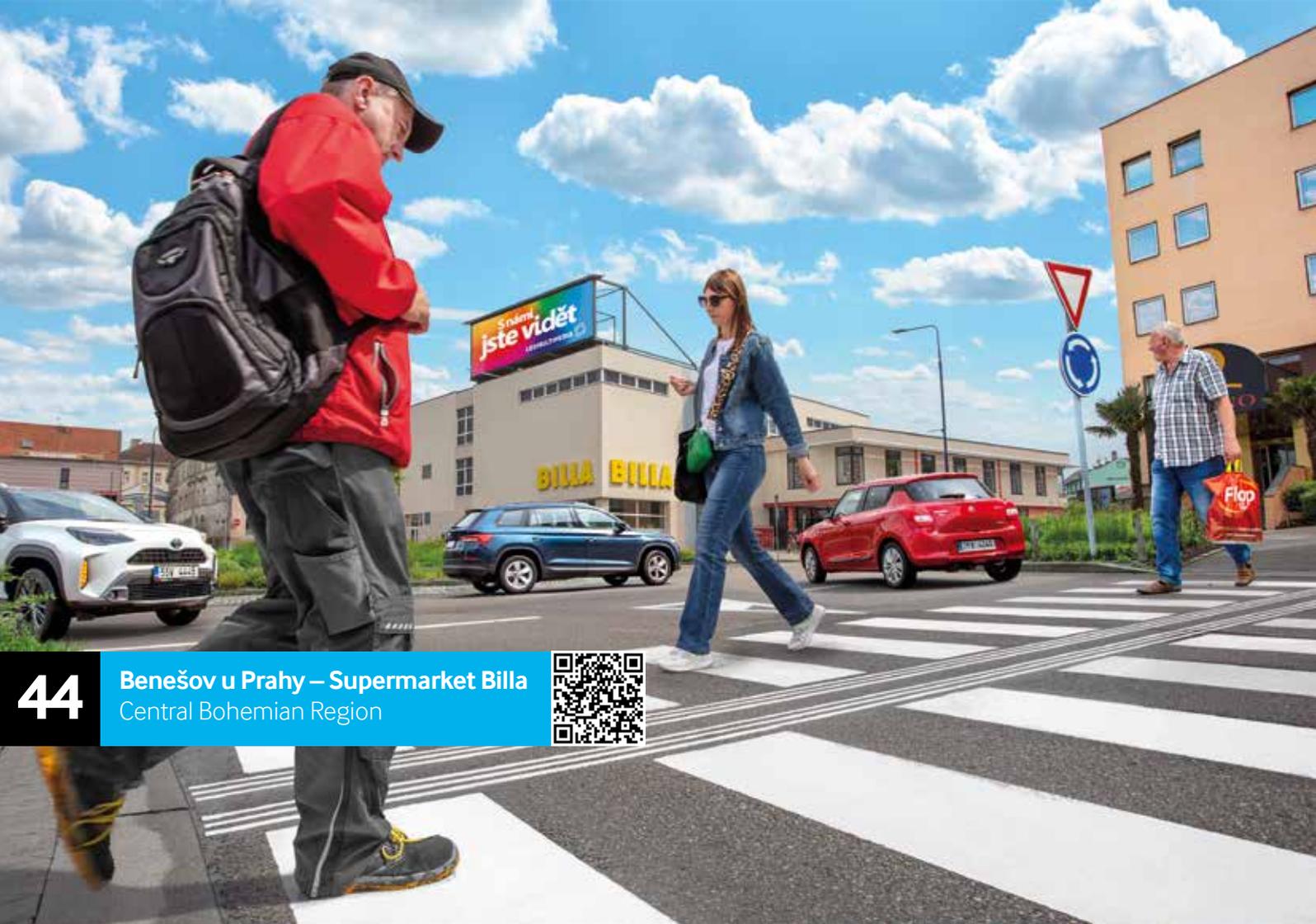
**34 018** Pedestrians (people a day)**18 787** Motorists (people a day)**52 805** **Daily Traffic Count****Location:** business district**Positions:** commercial zone

## Location description:

The LED screen is located on a separate stand in the parking lot of the MAKRO retail chain. Near Jeremiášova Street, the main thoroughfare of the Stodůlky district.

## Spádová oblast:

**Roadway:** street / parking lot**Surroundings:** Makro/ GAS station**Visibility:** přes 200 m



44

Benešov u Prahy – Supermarket Billa  
Central Bohemian Region



# Benešov u Prahy

**14 612**

Unique visitors / month

**68 012**

The number of visits / month



**Location:** Supermarket Billa  
**Address:** Vnoučkova 1699, 256 01 Benešov u Prahy  
**Placement:** Outdoor on the building roof  
**Dimensions:** 11 m<sup>2</sup> – 576 × 192 cm  
**Ratio:** Atyp – 1152 × 384 px  
**Operation time:** 6:00 a.m. – 10:00 p.m. (16 hrs)

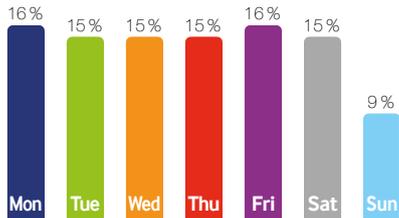
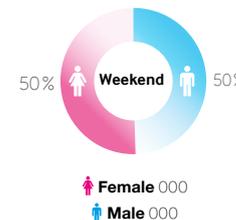
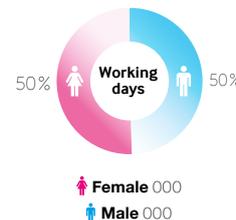


Screen Specs



## Screen's potential:

- 2 456** Pedestrians (people a day)
- 4 565** Motorists (people a day)
- 7 022** **Daily Traffic Count**



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



**GPS coordinates:** 49.78361028 N, 14.68813787 E

**Locations:** business district / residential area  
**Positions:** city centre

## Description of Location:

*The screen is located on the roof of the newly renovated Billa supermarket in the centre of Benesov. Excellent visibility from the adjacent car park and roundabout. Within walking distance of cafes, bank, town hall, Masaryk Square, residential area.*

## Coverage:

**Roadway:** street / roundabout / parking lot  
**Surroundings:** city office / shopping centre / hotel / cafes / banks  
**Visibility:** over 400 m



45

Votice – Komenského náměstí  
Central Bohemian Region

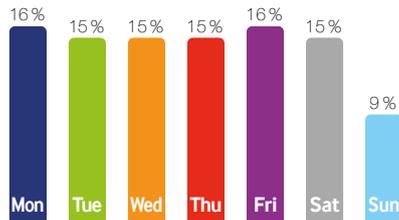




**Location:** Komenského náměstí [Komenského Square]  
**Address:** Komenského náměstí 657, 259 01 Votice  
**Placement:** Outdoor on the building shell  
**Dimensions:** 6,1 m<sup>2</sup> – 320 × 192 cm  
**Ratio:** 16:9 – 640 × 360 px  
**Operation time:** 6:00 a.m. – 10:00 p.m. (16 hrs)



Birth certificate



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



**GPS coordinates:** 49.63916506 N, 14.64220655 E

### Screen's potential:

**1 255** 🚶 Pedestrians (people a day)

**2 887** 🚗 Motorists (people a day)

**4 142** 🕒 **Daily Traffic Count**

**Locations:** business district / residential area

**Positions:** city centre

### Description of Location:

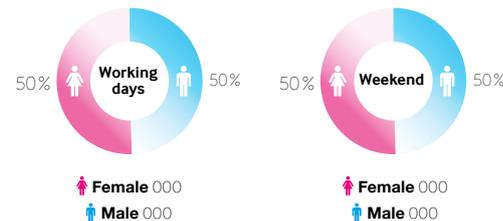
The screen is located on the shell of the newly renovated shopping centre on Komenský Square in the centre of Votice. The screen covers the whole square. In the vicinity of the panel there are banks, the city office, cafes, restaurants, the Votice bus station.

### Coverage:

**Roadway:** square / parking lot

**Surroundings:** city office / shopping centre / cafes / banks

**Visibility:** over 400 m



49

Příbram – SC Skalka  
Central Bohemian Region

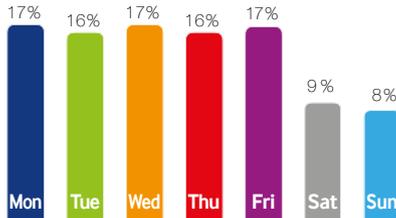




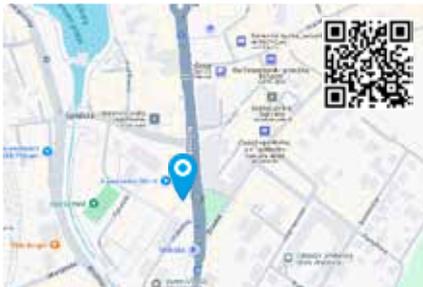
**Location:** OC Skalka  
**Address:** Milínská 134, 261 01 Příbram 1  
**Placement:** Outdoor behind the window of the shopping center  
**Dimensions:** 5,8 m<sup>2</sup> - 288 x 288 cm  
**Ratio:** 1:1, 720 x 720 px  
**Operation time:** 6:00 a.m. – 10:00 p.m. (16 hodin)



Screen Specs



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



### Screen's potential:

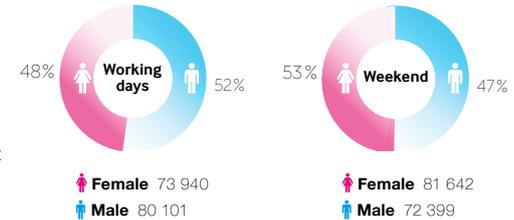
**9 298** 🚶 Pedestrians (people a day)

**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 SKALKKA 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



06

Pilsen – Rychtářka  
Pilsen Region



# Pilsen

**86 003**

Unique visitors / month

**213 220**

The number of visits / month

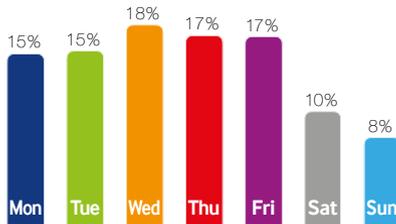


Pilsen Region

**Location:** Rychtářka  
**Address:** Truhlářská 2755/5, Pilsen  
**Placement:** Outdoor on the building shell  
**Dimensions:** 23 m<sup>2</sup> – 512 × 448 cm (2×)  
**Ratio:** 16:9 – 1280 × 720 px  
**Operation time:** 6:00 a.m. – 10:00 p.m. (16 hours)

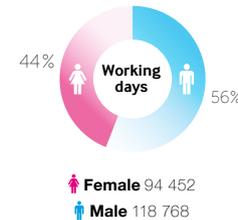


Screen Specs

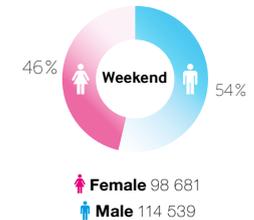
**06**

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

## Screen's potential:

**11 400** 🚶 Pedestrians (people a day)**64 600** 🚗 Motorists (people a day)**76 000** 🕒 **Daily Traffic Count****Locations:** business district / residential area**Positions:** downtown

♀ **Female** 94 452  
 ♂ **Male** 118 768



♀ **Female** 98 681  
 ♂ **Male** 114 539

## Description of Location:

The location of the screen on the Rychtářka parking house is very lucrative in the context of the all-day high traffic in direct relation to the surrounding sports grounds, pedestrian zones, Náměstí Republiky, etc. The fundamental advantage of the screen is its division into two parts, which ensures the visibility of the advertisement from all possible angles.

## Coverage:

**Roadway:** street / pedestrian zone / intersection / parking lot**Surroundings:** Public transport / post office / PNS / cultural facilities / sports facilities / shops / school primary school, secondary school / bank / restaurant / hotel / court**Visibility:** over 200 m

GPS coordinates: 49.7500153 N, 13.3806414 E



# Pilsen

**89 998**

Unique visitors / month

**274 112**

The number of visits / month



Pilsen Region

- Location:** Sady Pětatřicátníků
- Address:** Sady Pětatřicátníků 70/13, Pilsen 3 – Jižní Předměstí
- Placement:** Outdoor on the building shell
- Dimensions:** 25,8 m<sup>2</sup> – 672 × 384 cm
- Ratio:** 16:9 – 1280 × 720 px
- Operation time:** 6:00 a.m. – 10:00 p.m. (16 hours)



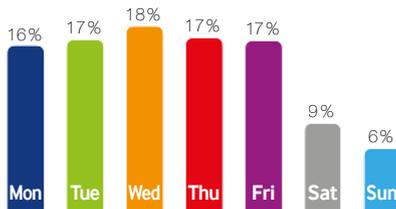
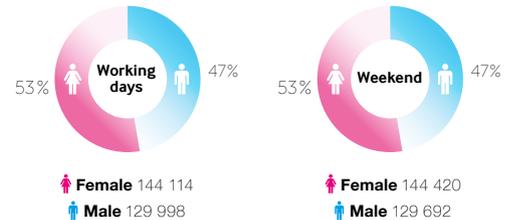
Screen Specs



## Screen's potential:

- 32 710** 🚶 Pedestrians (people a day)
- 28 590** 🚗 Motorists (people a day)
- 61 300** 🕒 **Daily Traffic Count**

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



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

## Description of Location:

*The screen is situated on one of the main thoroughfares of Pilsen. There is a tram and bus stop, parking lot, etc. in direct visibility. Overall, it is a very busy location.*

## Coverage:

- Roadway:** intersection / street / parking lot
- Surroundings:** Public transport (tram, bus) / parking / offices / shops / restaurants / sports facilities / theatre / PNS / banks / post office / synagogue / pharmacy / school / kindergarten / university
- Visibility:** over 200 m



**GPS coordinates:** 49.7466194 N, 13.3729889 E

28

Pilsen – Americká  
Pilsen Region



vadlo J. K. Tyla  
J. K. Tyla divadlo

Velké synagoga  
Velká synagoga

Ešte  
jste vidět

# Pilsen

**75 468**

Unique visitors / month

**179 548**

The number of visits / month



Pilsen Region

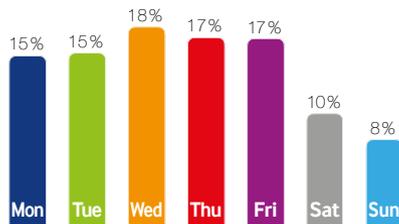
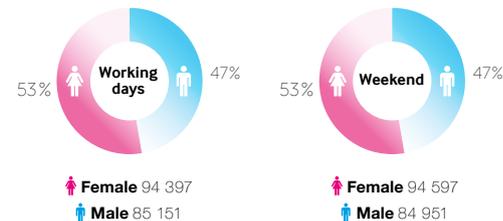
**Location:** Americká [Americka Street]  
**Address:** Klatovská třída č. p. 528, Pilsen 3 – Vnitřní Město  
**Placement:** Outdoor on the building shell  
**Dimensions:** 10,4 m<sup>2</sup> – 410 × 256 cm  
**Ratio:** atyp – 1024 × 512 px  
**Operation time:** 6:00 a.m. – 10:00 p.m. (16 hours)



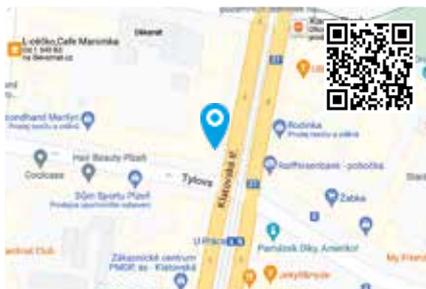
Screen Specs



## Screen's potential:

52 000  Pedestrians (people a day)23 000  Motorists (people a day)75 000  Daily Traffic Count**Locations:** residential area / business district**Positions:** downtown

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



GPS coordinates: 49.744450N, 13.372248E

## Description of Location:

The screen is located on the facade of the building, at the intersection of Klatovská and Americká streets, opposite the American Liberators Monument. Its coverage covers both the busy pedestrian zone, as well as a busy traffic light intersection. Near the screen tram and bus stops, banks, a number of cafes, restaurants and shops.

## Coverage:

**Roadway:** intersection / street / pedestrian zone**Surroundings:** Public transport / cultural facilities / restaurants / supermarket / hotel / shops / PNS / bank / post office / pharmacy**Visibility:** over 200 m

41

Karlovy Vary – T. G. M.  
Karlovarsky Region



# Karlovy Vary

**53 200**

Unique visitors / month

**150 061**

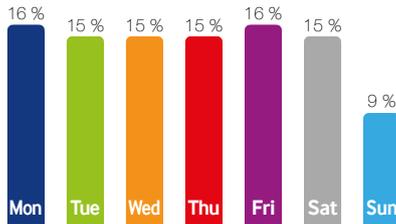
The number of visits / month



**Location:** T. G. Masaryka Street  
**Address:** T. G. Masaryka 859, 360 01 Karlovy Vary  
**Placement:** Outdoors, on the building shell  
**Dimensions:** 6,35 m<sup>2</sup> – 310 × 205 cm  
**Ratio:** 4:3 – 1024 × 768 px  
**Operation time:** 6:00 a.m. – 10:00 p.m. (16 hours)



Screen Specs

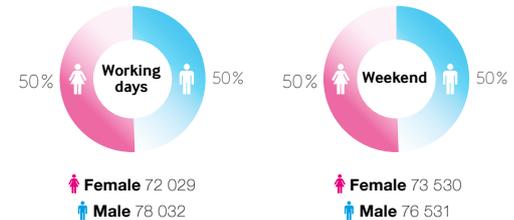


Weekly viewership 6:00 a.m. – 10:00 p.m.

## Screen's potential:

- 32 450** 🚶 Pedestrians (people a day)
- 896** 🚗 Motorists (people a day)
- 33 346** 🕒 **Daily Traffic Count**

**Locations:** business district / residential area  
**Positions:** city centre / pedestrian zone



## Description of Location:

The LED screen is located on the building shell above the entrance to the Rossmann drugstore opposite the TGM statue. Very busy pedestrian area with many hotels, guesthouses, restaurants, summer gardens, shops or souvenir shops.



**GPS coordinates:** 50.229622 N, 12.870632 E

## Coverage:

**Roadway:** pedestrian zone  
**Surroundings:** restaurants / hotels / banks / residential and office zone  
**Visibility:** over 200 m

08

# Karlovy Vary – Plech aréna

Karlovarsky Region



# Karlovy Vary

**55 821**

Unique visitors / month

**166 604**

The number of visits / month



**Location:** Plech aréna  
**Address:** Dolní Kamenná 788, Karlovy Vary – Rybáře  
**Placement:** Outdoors on the sports arena shell  
**Dimensions:** 55,3 m<sup>2</sup> – 960 × 576 cm  
**Ratio:** 16:9 – 1280 × 720 px  
**Operation time:** 6:00 a.m. – 10:00 p.m. (16 hours)



Screen Specs

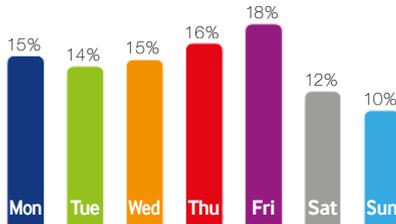
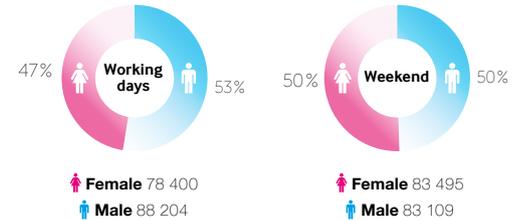
**08**

## Screen's potential:

**12 200** 🚶 Pedestrians (people a day)

**56 410** 🚗 Motorists (people a day)

**68 610** 🕒 **Daily Traffic Count**
**Locations:** business district / residential area

**Positions:** access from the direction of Cheb – Prague


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


**GPS coordinates:** 50.2315958 N, 12.8518728 E

## Description of Location:

The largest advertising screen in West Bohemia, located at the Plech Arena on the main approach from Germany from Cheb in the direction of Prague. Nearby is both the centre itself and the town, as well as in direct reach of the shopping centre and fast food McDonald's and KFC.

## Coverage:

**Roadway:** access / parking / pedestrian zone

**Surroundings:** Parking / shops / restaurants / supermarket / gas station / car service / tyre service / hobby market

**Visibility:** over 200 m



54

Karlovy Vary – Makro Cash&Carry  
Karlovarsky Region



# Karlovy Vary

**19 742**

Unique visitors / month

**55 512**

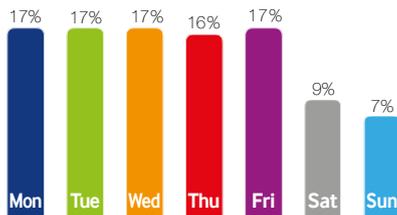
The number of visits / month



**Location:** Makro Cash & Carry  
**Address:** Obchodní 33, 362 11 Jenišov-Karlovy Vary 1  
**Placement:** Outdoor in the shopping center parking lot  
**Dimensions:** 15 m<sup>2</sup> - 500 x 300 cm  
**Ratio:** 16:9, 960 x 580 px  
**Operation time:** 6:00 a.m. – 10:00 p.m. (16 hours)



Screen Specs



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

## Screen's potential:

- 9 878** Pedestrians (people a day)
- 5 518** Motorists (people a day)
- 15 396** **Daily Traffic Count**

**Location:** commercial district

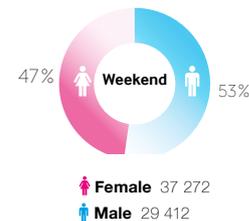
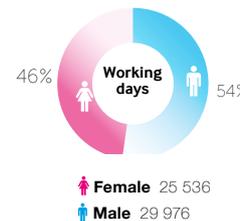
**Position:** commercial zone

## Description of Location:

*The screen is located on a separate stand at the entrance to the parking lot of the MAKRO retail chain.*

## Coverage:

- Roadway:** street / parking lot
- Surroundings:** Makro/ gas station
- Visibility:** over 200 m



09

České Budějovice – DS Prior  
South Bohemian Region



## České Budějovice

44 915

Unique visitors / month

114 015

The number of visits / month

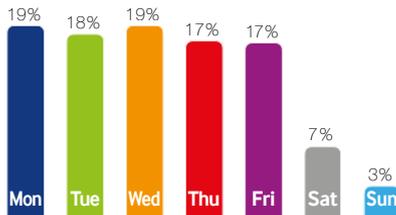


**Location:** Department Store Prior  
**Address:** Lannova třída 22, České Budějovice  
**Placement:** Outdoor on the building shell  
**Dimensions:** 21 m<sup>2</sup> – 600 × 360 cm  
**Ratio:** 16:9 – 1280 × 720 px  
**Operation time:** 6:00 a.m. – 10:00 p.m. (16 hours)



Screen specs

09



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

## Screen's potential:

33 100 Pedestrians (people a day)

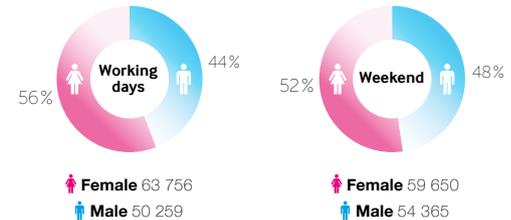
900 Motorists (people a day)

34 000 Daily Traffic Count

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

## Description of Location:

*The screen is oriented towards the pedestrian zone which connects the centre with the transportation hubs for bus and rail. There is a busy pedestrian zone with an adjoining car park. The area offers a wide range of shops and services.*



GPS coordinates: 48.9739975 N, 14.4835161 E

## Coverage:

**Roadway:** pedestrian zone / street / parking lot**Surroundings:** Public transport / ČD station, ČSAD / PNS / department store / shops / bank / pharmacy / supermarket / school / high school, university / restaurant / hotel / post office**Visibility:** over 150 m



# České Budějovice

**107 356**

Unique visitors / month

**315 600**

The number of visits / month

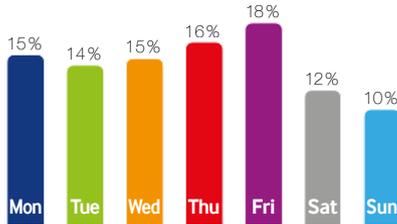


**Location:** Exhibition Centre  
**Address:** Husova třída 1373/13, České Budějovice  
**Placement:** Outdoor on the roof of the building  
**Dimensions:** 44 m<sup>2</sup> – 1100 x 400 cm  
**Ratio:** Atypical – 880 x 320 px  
**Operation time:** 6:00 a.m. – 10:00 p.m. (16 hours)



Birth certificate

**26**

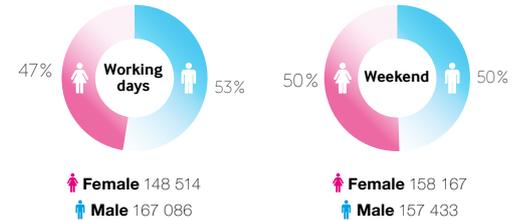


Weekly viewership 6:00 a.m. – 10:00 p.m.

## Screen's potential:

**2 788** 🚶 Pedestrians (people a day)  
**99 312** 🚗 Motorists (people a day)  
**102 100** 🕒 **Daily Traffic Count**

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



## Description of Location:

The LED screen is located at the most exposed place in České Budějovice, the intersection of the Na Dlouhé louce road and Husova třída has long been the busiest intersection. The LED screen is clearly visible from the busiest intersection in České Budějovice and is located close to main entrance of the Exhibition Centre, famous for the Země životelka exhibition. International road E55.

## Coverage:

**Roadway:** street / pedestrian zone / intersection  
**Surroundings:** Public transport (bus, trolleybus) / cultural facilities / restaurants / supermarket / sports facilities / hotel / shops / PNS / bank / post office / pharmacy  
**Visibility:** over 150 m



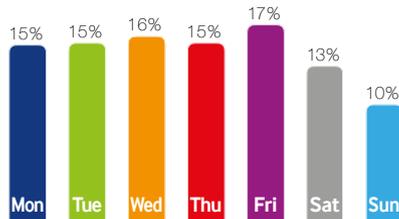
**GPS coordinates:** 48.9780092 N, 14.4624786 E



10

Tábor – Křižíkovo náměstí  
South Bohemian Region





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



GPS coordinates: 49.4125653 N, 14.6641847 E

# Tábor

South Bohemian Region

48 071

Unique visitors / month

170 041

The number of visits / month

**Location:** Křižíkovo náměstí [Krizik Square]  
**Address:** Náměstí Františka Křižíka 2840, Tábor  
**Placement:** Outdoor on the shell of the office building  
**Dimensions:** 15,7 m<sup>2</sup> – 512 × 307 cm  
**Ratio:** 16:9 – 1280 × 720 px  
**Operation time:** 6:00 a.m. – 10:00 p.m. (16 hrs)



Screen Specs

10

## Screen's potential:

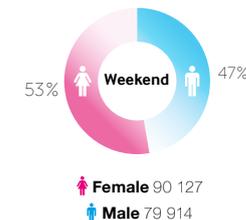
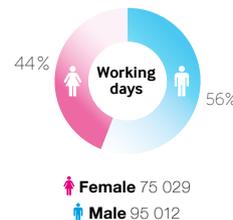
13 720 Pedestrians (people a day)

14 280 Motorists (people a day)

28 000 Daily Traffic Count

**Locations:** business district / residential area

**Positions:** downtown



## Description of Location:

*The Křižíkovo square is the most strategic and busiest point of Tábor's infrastructure.*

*The very fact of the uniqueness of the location suggests that this intersection is one of the most important links between the different parts of the city, where long traffic jams occur during rush hour.*

*The screen is located next to a busy bus stop opposite the Billa supermarket.*

## Coverage:

**Roadway:** street / pedestrian zone / intersection / parking lot / access

**Surroundings:** Public transport / PNS / shops / department store / supermarket / bank / restaurant / hotel / cultural facilities / primary school, secondary school

**Visibility:** over 100 m



11

Jindřichův Hradec – Masarykovo náměstí  
South Bohemian Region



## Jindřichův Hradec

48 813

Unique visitors / month

219 108

The number of visits / month



**Location:** Masarykovo náměstí [Masaryk Square]  
**Address:** Masarykovo náměstí 105, Jindřichův Hradec  
**Placement:** Outdoor on the building shell  
**Dimensions:** 6,5 m<sup>2</sup> – 336 × 192 cm  
**Ratio:** 16:9 – 1280 × 720 px  
**Operation time:** 6:00 a.m. – 10:00 p.m. (16 hrs)



Birth certificate

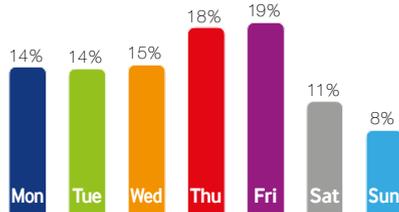
11

## Screen's potential:

16 720  Pedestrians (people a day)2 280  Motorists (people a day)19 000  Daily Traffic Count

**Locations:** historical part / residential area /  
 / business district

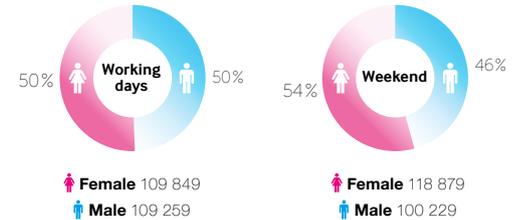
**Positions:** downtown



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



GPS coordinates: 49.1455394 N, 15.0031075 E



## Description of Location:

The location of Masaryk Square is one of the best targeted places for the placement of advertising space, you can find in Jindřichův Hradec. The screen is located on the busiest street in the city, where people come not only for work, but also for shopping, gastronomy, recreation, tourism, etc.

## Coverage:

**Roadway:** street / pedestrian zone / intersection / parking lot

**Surroundings:** Public transport / PNS / shops / department store / supermarket / bank /  
 / restaurant / hotel / cultural facility / medical facility /  
 / sports facilities / primary school, secondary school

**Visibility:** over 100 m

12

Strakonice – Komenského  
South Bohemian Region



S námi  
**jste vidět**  
LEDMULTIMEDIA

REALITNÍ KANCELÁŘ

**& I**  
REALTY

Pojišťovací kancelář  
pojištění pro každého - jedné co nedokážeme - škody

ASUNA  
COP  
CIP

AKCE

SROVNÁVÁME  
Pojištění

COP

KOMENSKÝ

ČESKÁ POHNIKATELSKÁ POJIŠTOVNA  
VOZIDLA  
TRAVEL  
MOTORCYCLES  
LIFE  
POJIŠTÍME VÁS  
VE VŠECH SMĚRECH



COP



# Strakonice

South Bohemian Region

32 300

Unique visitors / month

149 037

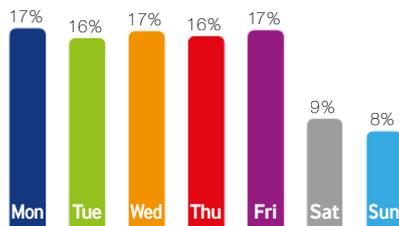
The number of visits / month

**Location:** Komenského [Komensky Street]  
**Address:** Komenského 105, Strakonice  
**Placement:** Outdoor on the building shell  
**Dimensions:** 6,1 m<sup>2</sup> – 320 × 190 cm  
**Ratio:** 16:9 – 1280 × 720 px  
**Operation time:** 6:00 a.m. – 10:00 p.m. (16 hrs)



Screen Specs

12



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



GPS coordinates: 49.2569967 N, 13.9049375 E

## Screen's potential:

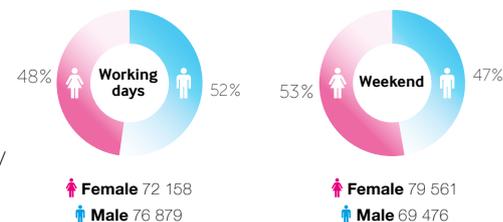
5 780 Pedestrians (people a day)

11 220 Motorists (people a day)

17 000 Daily Traffic Count

**Locations:** business district / residential district / industrial district

**Positions:** centre / Pilsen arrival



## Description of Location:

The Komenský location provides visibility for pedestrians and vehicles.

Thanks to the adjacent main intersection, the shopping centre with BILLA Supermarket and the open space with a high concentration of residents, the screen meets all the necessary preferences for an ideal location.

## Coverage:

**Roadway:** street / intersection / parking lot

**Surroundings:** Public transport / cinema / restaurants / shops / department store / cultural facilities / sports facilities / school kindergarten, primary school / hotel / supermarket / medical facility

**Visibility:** over 200 m



S námi  
**jste vidět**  
LEDMULTIMEDIA

U nás  
**jste doma**  
CPI  
CZ

**ROSSMANN**

**KRIZE**

**ROSSMANN**

**ROSSMANN**

**CENTRUM BOHEMIA**

**KRIZE**  
VŠE ZA NEJLEPŠÍ CENY

**14**

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





# Ústí nad Labem

**48 977**

Unique visitors / month

**129 214**

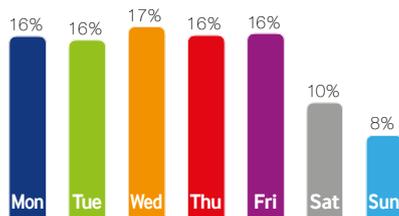
The number of visits / month

Ustecky Region

- Location:** Mírové náměstí [*Peace square*]
- Address:** Mírové náměstí 6, Ústí nad Labem
- Placement:** Outdoor on the roof of the building
- Dimensions:** 29,4 m<sup>2</sup> – 717 × 410 cm
- Ratio:** 16:9 – 1280 × 720 px
- Operation time:** 6:00 a.m. – 10:00 p.m. (16 hrs)



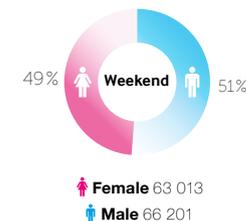
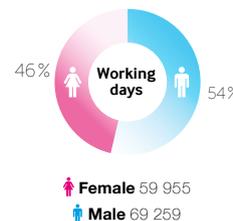
Screen Specs



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

## 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



GPS coordinates: 50.660543 N, 14.041704 E



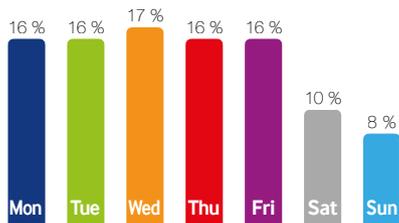
Sníme, jste vidět  
LEONARDO

Originalní THAJSKÁ KUCHYŇE

33

Teplice – SC Fontána  
Ustecký Region





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



GPS coordinates: 50.64032 N, 13.82442 E

# Teplice

Ustecky Region

**Location:** Shopping Centre Fontána  
**Address:** náměstí Svobody 3312, 415 01 Teplice 7  
**Placement:** Outdoors on the shopping centre shell  
**Dimensions:** 18 m<sup>2</sup> – 600 × 300 cm  
**Ratio:** 16:9 – 1280 × 720 px  
**Operation time:** 6:00 a.m. – 10:00 p.m. (16 hours)

## Screen's potential:

**12 014** 🚶 Pedestrians (people a day)

**7 821** 🚗 Motorists (people a day)

**19 835** 🕒 **Daily Traffic Count**

**Locations:** business district / residential area

**Positions:** city centre, square, pedestrian zone

## Description of Location:

The LED screen is located on the SC Fontána, which is situated in the very centre of the city, on the main Liberty Square, right next to the spa colonnade, the city hall and the busiest pedestrian zone Krupská. In a negligible distance there are other most visited locations in Teplice - Benešovo and Zámecké Square. The shopping centre is situated in a location with excellent accessibility for both pedestrians and car travellers or by public transport. In the immediate vicinity there are public transport stops, within a five-minute walk you can also get to the bus or train station.

## Coverage:

**Roadway:** pedestrian zone / shopping area / city center

**Surroundings:** Public transport / department stores / restaurants / supermarket / shops / post office / pharmacy / pedestrian zone

**Visibility:** over 100 m

**38 236**

Unique visitors / month

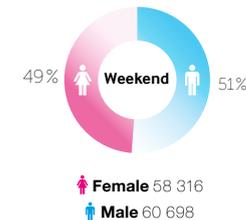
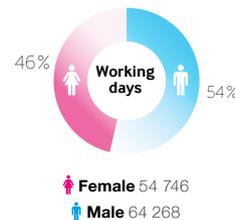
**119 014**

The number of visits / month



Screen Specs

**33**



15

Liberec – SC Forum  
Liberecký Region



# Liberec

Liberecky Region

101 440

Unique visitors / month

347 168

The number of visits / month



**Location:** Shopping Centre Forum  
**Address:** Corner of Fügnerova Street and Soukenného náměstí 2a/669, Liberec  
**Placement:** Outdoors on the shopping centre shell  
**Dimensions:** 36,7 m<sup>2</sup> – 896 × 410 cm  
**Ratio:** 2,22:1 – 1120 x 512 px  
**Operation time:** 6:00 a.m. – 10:00 p.m. (16 hours)



Screen Specs

15

## Screen's potential:

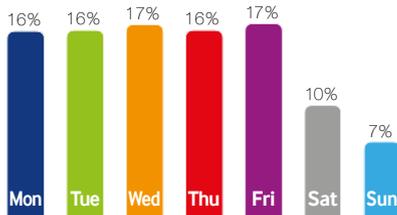
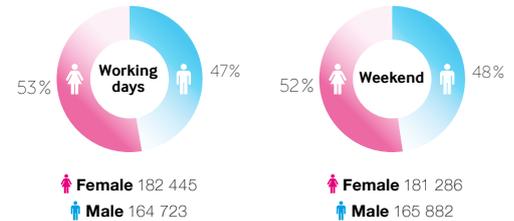
50 800 Pedestrians (people a day)

200 Motorists (people a day)

51 000 Daily Traffic Count

**Locations:** business district / residential area

**Positions:** downtown



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



GPS coordinates: 50.7656108 N, 15.0562642 E

## Description of Location:

*The most successful shopping centre in the very centre of the city. It offers a number of desirable services: Cinema City, Datart, MyTesco, many branded stores. The screen is installed on the cinema building in the pedestrian direction of Fügnerova Street (city and suburban transport centre).*

## Coverage:

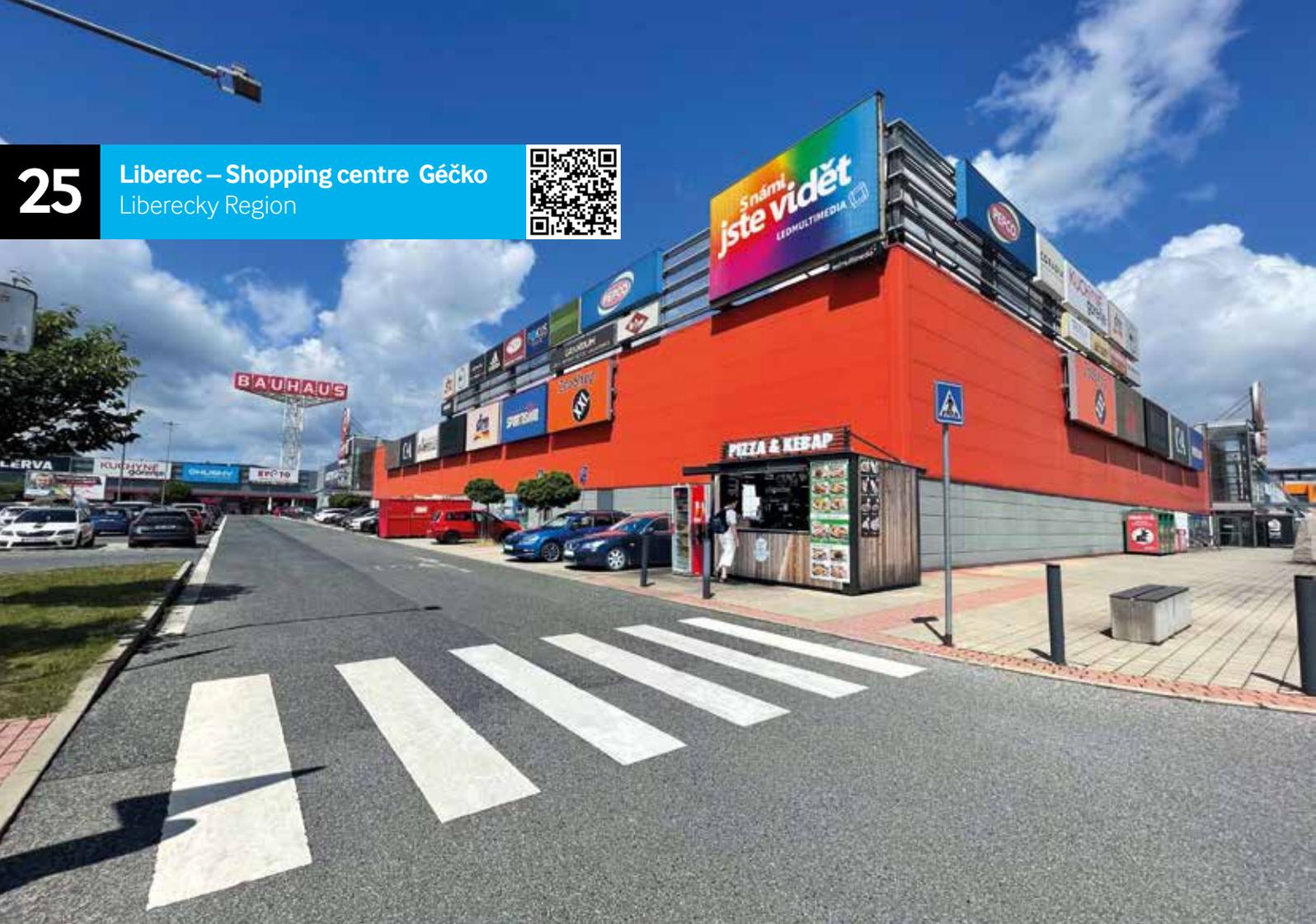
**Roadway:** street / pedestrian zone

**Surroundings:** Public transport / tram stop / main bus station / department store / shops / PNS / pharmacy / bank / restaurant / supermarket / shopping centre

**Visibility:** over 200 m

25

Liberec – Shopping centre Géčko  
Liberecky Region



# Liberec

**130 445**

Unique visitors / month

**365 310**

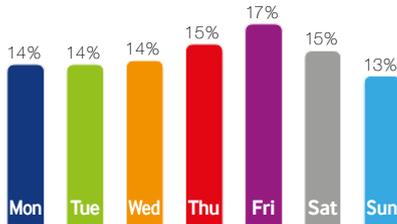
The number of visits / month



**Location:** Shopping centre Géčko  
**Address:** Sousedská 599, Liberec  
**Placement:** Outdoor on the roof of the shopping centre  
**Dimensions:** 25,16 m<sup>2</sup> – 614,4 x 410 cm  
**Ratio:** atyp – 1536 x 1024 px  
**Operation time:** 6:00 a.m. – 10:00 p.m. (16 hrs)

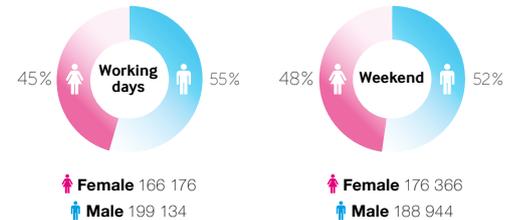


Screen Specs

**25**

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

## Screen's potential:

**12160** Pedestrians (people a day)**19 840** Motorists (people a day)**32 000** **Daily Traffic Count****Locations:** business district**Positions:** shopping centre

## Description of Location:

The screen is located at the Géčko shopping centre, which is located in the largest and most visited shopping zone in North Bohemia. In addition to Globus and the shops in NC Géčko, there are many other retailers and companies such as - Decathlon, Sportisimo, Siko, Bauhaus, A3 sport and others. The screen is also visible from the Globus petrol station, as well as the fast food outlets KFC and McDonalds.

## Coverage:

**Roadway:** street / pedestrian zone / intersection / parking lot**Surroundings:** Public transport / shopping centre / shops / supermarket / bank / restaurant / gas station**Visibility:** over 200 m**GPS coordinates:** 50.7754753 N, 15.0289089 E



## Jablonec nad Nisou

**34 005**

Unique visitors / month

**129 220**

The number of visits / month



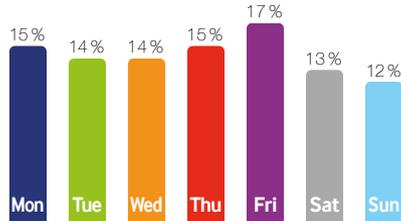
**Location:** Municipal Ice Stadium  
**Address:** Sadová 4646/2, Jablonec nad Nisou  
**Placement:** Outdoors, on the building shell  
**Dimensions:** 6,14 m<sup>2</sup> – 320 × 192 cm  
**Ratio:** 16:9 – 1280 × 720 px  
**Operation time:** 6:00 a.m. – 10:00 p.m. (16 hrs)



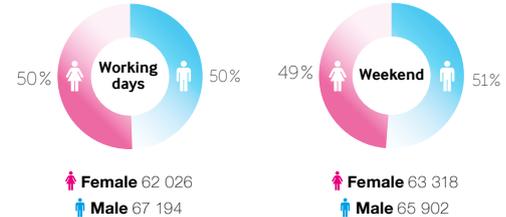
Screen Specs

**39****Screen's potential:****9 460** 🚶 Pedestrians (people a day)**19 255** 🚗 Motorists (people a day)**28 715** 🕒 **Daily Traffic Count****Locations:** business district / residential area**Positions:** passage, direction downtown**Description of Location:**

*The LED screen is located on the shell of the Municipal Ice Arena, at the main road through Jablonec - Pražská road, opposite the exit from V Aleji street. There are public transport stops, residential buildings and office premises nearby.*

**Coverage:****Roadway:** street / intersection / parking lot / access to the ice rink**Surroundings:** shops / restaurants / public transport stop / cultural facilities**Visibility:** over 200 m

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

**GPS coordinates:** 50.721011 N, 15.167563 E

16

Olomouc – Bus station  
Olomoucky Region



S námi  
jste vidět  
LEOMULTIMEDIA

JEZTE

3 jídla  
za  
jednu cenu

ZDRAVÉ  
STRAVOVÁNÍ

ZHUBNĚTE



www.zdravestramam.cz

SIANOVIŠTĚ  
Taxi  
800 22 30 40

# Olomouc

**99 092**

Unique visitors / month

**268 072**

The number of visits / month



**Location:** Bus station  
**Address:** Sladkovského 37, Olomouc  
**Placement:** Outdoor on the roof of the building  
**Dimensions:** 22,1 m<sup>2</sup> – 576 x 384 cm  
**Ratio:** atyp – 576 x 384 px  
**Operation time:** 6:00 a.m. – 10:00 p.m. (16 hrs)



Screen Specs

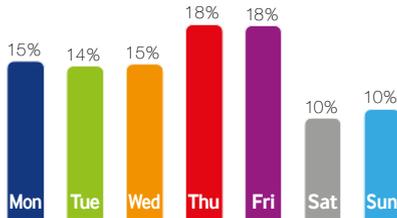
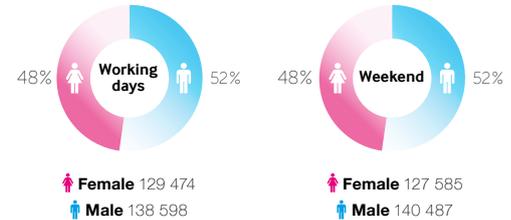
**16**

## Screen's potential:

**13 690** Pedestrians (people a day)**23 310** Motorists (people a day)**37 000** **Daily Traffic Count**

**Locations:** business district / industrial district /  
 / residential area

**Positions:** arrival from Ostrava  
 / direction downtown



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



GPS coordinates: 49.5881881 N, 17.2857742 E

## Description of Location:

*The screen is located directly on the main bus station building with direct visibility from a very busy two-lane road.*

## Coverage:

**Roadway:** street / pedestrian zone / intersection / parking lot

**Surroundings:** Public transport / CSAD station / PNS / shops / hobbymarket /  
 / restaurant / hotel / gas station

**Visibility:** over 100 m



53

Olomouc – Makro Cash&Carry  
Olomoucky Region



# Olomouc

**21 150**

Unique visitors / month

**86 517**

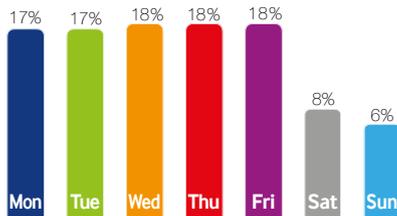
The number of visits / month



**Location:** Makro Cash & Carry  
**Address:** Olomoucká 791, 783 53 Velká Bystřice  
**Placement:** Outdoor in the shopping center parking lot  
**Dimensions:** 15 m<sup>2</sup> - 500 x 300 cm  
**Ratio:** 16:9, 960 x 580 px  
**Operation time:** 6:00 a.m. – 9:00 p.m. (15 hours)



Screen Specs



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

## Screen's potential:

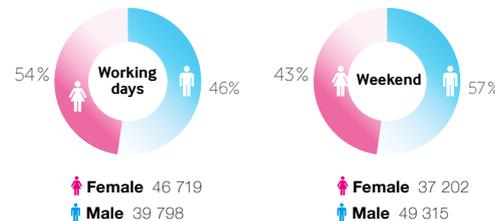
**14 665** 🚶 Pedestrians (people a day)

**6 971** 🚗 Motorists (people a day)

**21 636** 🕒 **Daily Traffic Count**

**Locations:** business district

**Positions:** commercial zone



👩 **Female** 46 719  
 👨 **Male** 39 798

👩 **Female** 37 202  
 👨 **Male** 49 315

## Description of Location:

*The LED screen is located on a separate stand directly at the entrance to the MAKRO retail chain.*

## Coverage:

**Roadway:** street / parking lot

**Surroundings:** Makro/ gas station

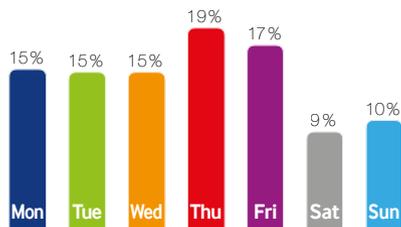
**Visibility:** over 200 m



17

Přerov – Nádražní ulice  
Olomoucký Region





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



GPS coordinates: 49.4468897 N, 17.4485064 E

# Přerov

Olomoucky Region

82 895

Unique visitors / month

491 475

The number of visits / month

**Location:** Nádražní ulice [Station Street]  
**Address:** Nádražní 2, Přerov  
**Placement:** Outdoor on the roof of the building  
**Dimensions:** 15,7 m<sup>2</sup> – 512 × 307 cm  
**Ratio:** atyp – 1280 × 768 px  
**Operation time:** 6:00 a.m. – 10:00 p.m. (16 hrs)



Screen Specs

17

## Screen's potential:

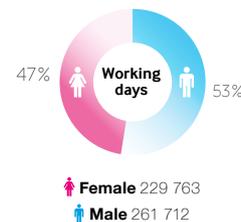
10 120 Pedestrians (people a day)

12 880 Motorists (people a day)

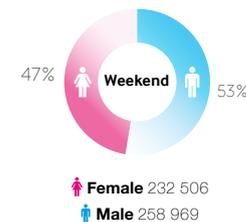
23 000 Daily Traffic Count

**Locations:** business district / industrial district / residential area

**Positions:** passageway



Female 229 763  
 Male 261 712



Female 232 506  
 Male 258 969

## Description of Location:

The location of Nádražní Street offers a direct view of the main bus and train station. The screen is located in a highly trafficked area in terms of both traffic and pedestrians.

## Coverage:

**Roadway:** street / pedestrian zone / intersection / parking lot

**Surroundings:** Public transport / ČD station, ČSAD / post office / PNS / shops / department store / supermarket / bank / restaurant / hotel / petrol station / primary school, secondary school

**Visibility:** over 100 m

36

Brno – SC Olympia  
South-Moravian Region



# Brno

South-Moravian Region

20 – 25 tisíc<sup>\*)</sup>

Visits / day – Working days

30 – 35 tisíc<sup>\*)</sup>

Visits / day – weekends

<sup>\*)</sup> Average daily traffic  
<sup>\*\*)</sup> Estimate



**Location:** Shopping Centre Olympia  
**Address:** U Dálnice 777, 664 42 Modřice  
**Placement:** Indoor in the food court of the shopping centre  
**Dimensions:** 54 m<sup>2</sup> – 600 × 300 cm (3×)  
**Ratio:** 16:9 – 1280 × 720 px  
**Operation time:** 9:00 a.m. – 9:00 p.m. (12 hours)



Screen Specs

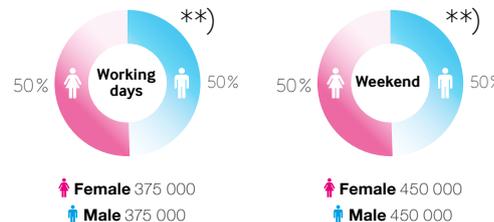


## Screen's potential:

**32 000** 🚶 Pedestrians (people a day)  
**0** 🚗 Motorists (people a day)  
**32 000** 🕒 **Daily Traffic Count**

**Locations:** business district / residential area

**Positions:** Brno - Modřice

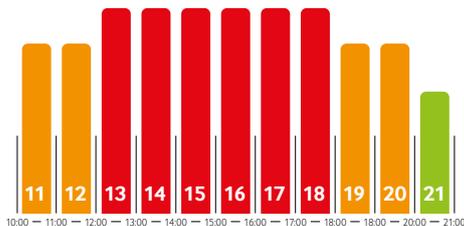


## Description of Location:

*Olympia Brno is the largest shopping and entertainment centre in South Moravia. It is located on a green area in close proximity to near the D1 and D2 motorway junction, it has more than 200 shops and a wide range of services. There is also a car wash and petrol station on site. Olympia Brno offers a full spectrum of entertainment and leisure activities - cinema, bowling, ice-skating rink in winter, adjacent Olympia park with in-line track and other attractions, as well as a modernised children's corner with accompanying programmes.*

## Round screen – the only one in the Czech Republic:

**Location:** in the very centre of the OC with a direct view from both the food court and individual entrances.  
**Surroundings:** the panel: info center / Bageterie Boulevard / KFC / McDonald's / Burger King / CINEMACITY  
**Visibility:** Ground floor and 1st floor



Daily attendance 9:00 a.m. – 9:00 p.m.



**GPS coordinates:** 49.13784 N, 16.63275 E

37

Brno – Mendlovo náměstí  
South-Moravian Region



# Brno

**198 015**

Unique visitors / month

**300 120**

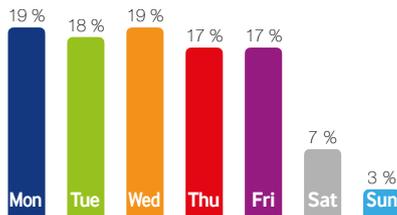
The number of visits / month



**Location:** Mendlovo náměstí [Mendel Square]  
**Address:** Mendlovo náměstí 685/15a, Brno  
**Placement:** Outdoor on the roof of the building  
**Dimensions:** 15 m<sup>2</sup> – 500 × 300 cm  
**Ratio:** 16:9 – 480 × 288 px  
**Operation time:** 6:00 a.m. – 10:00 p.m. (16 hours)



Screen Specs



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

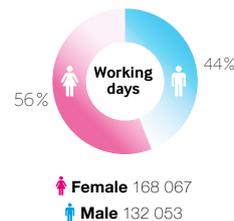
## Screen's potential:

**12 200** 🚶 Pedestrians (people a day)**56 420** 🚗 Motorists (people a day)**68 610** 🕒 Daily Traffic Count**Locations:** residential area**Positions:** busy square / traffic junction

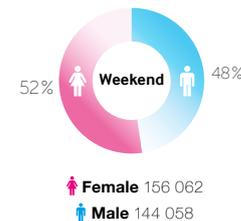
## Description of Location:

*The busy Mendlovo Square directly opposite one of the public transport hubs.*

## Coverage:

**Roadway:** access / street / intersection / parking lot**Surroundings:** Public transport (tram, bus) / department stores / restaurants / supermarket / PNS**Visibility:** over 200 m

👩 **Female** 168 067  
 👨 **Male** 132 053



👩 **Female** 156 062  
 👨 **Male** 144 058

**GPS coordinates:** 49.18973 N, 16.59364 E

38

Brno – Dornych  
South-Moravian Region



# Brno

**203 444**

Unique visitors / month

**456 216**

The number of visits / month



South-Moravian Region

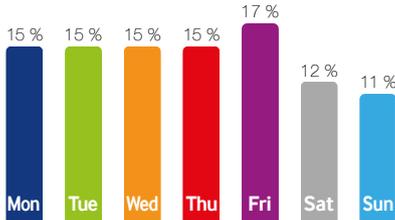
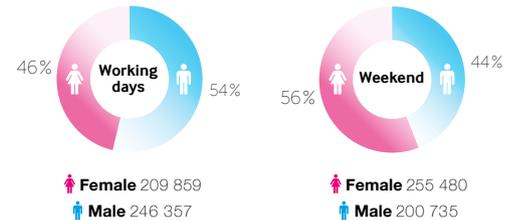
**Location:** Brno – Dornych 38  
**Address:** Dornych Street, 617 00 Brno - south  
**Placement:** Outdoor on the building shell  
**Dimensions:** 31m<sup>2</sup> – 951 × 329 cm  
**Ratio:** Atypical – 512 × 192 px  
**Operation time:** 6:00 a.m. – 10:00 p.m. (16 hours)



Screen specs

**38**

## Screen's potential:

**11 500** Pedestrians (people a day)**64 500** Motorists (people a day)**76 000** **Daily Traffic Count****Locations:** business district / residential area**Positions:** through the city,  
direction D1 and D2 motorway

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



GPS coordinates: 49.18127 N, 16.62104 E

## Description of Location:

*On the main access road to the centre - direct continuation of D2 from Bratislava.**At the same time it is also an exit from D1 from the west from Prague, Jihlava and from the east and north from Zlin, Ostrava and Olomouc etc. It is also an access road from shopping centres Makro, Ikea, Avion Shopping Park, Decathlon and Olympia...*

## Coverage:

**Roadway:** street / intersection / parking lot**Surroundings:** Public transport (bus, tram) / shopping centre / restaurant**Visibility:** 400 m

52

Brno – Makro Cash&Carry  
South-Moravian Region



makro



# Brno

**35 648**

Unique visitors / month

**137 522**

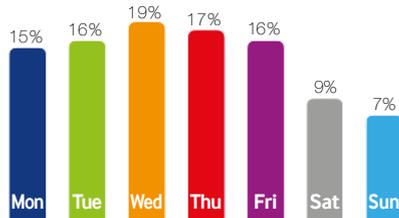
The number of visits / month



**Location:** Makro Cash & Carry  
**Address:** Kaštanová 506/50, 620 00 Brno-Tuřany  
**Placement:** Outdoor in the shopping center parking lot  
**Dimensions:** 15 m<sup>2</sup> - 500 x 300 cm  
**Ratio:** 16:9, 960 x 580 px  
**Operation time:** 6:00 a.m. – 9:00 p.m. (15 hours)



Screen Specs



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

## Screen's potential:

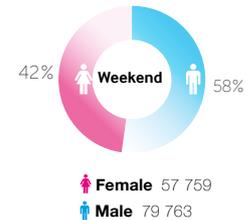
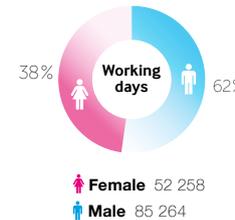
**26 117** Pedestrians (people a day)

**13 907** Motorists (people a day)

**40 024** **Daily Traffic Count**

**Locations:** commercial district

**Positions:** commercial zone



## Description of Location:

The LED screen is located in the parking lot of the MAKRO retail chain near the entrance on a separate stand.

## Coverage:

**Roadway:** street / parking lot

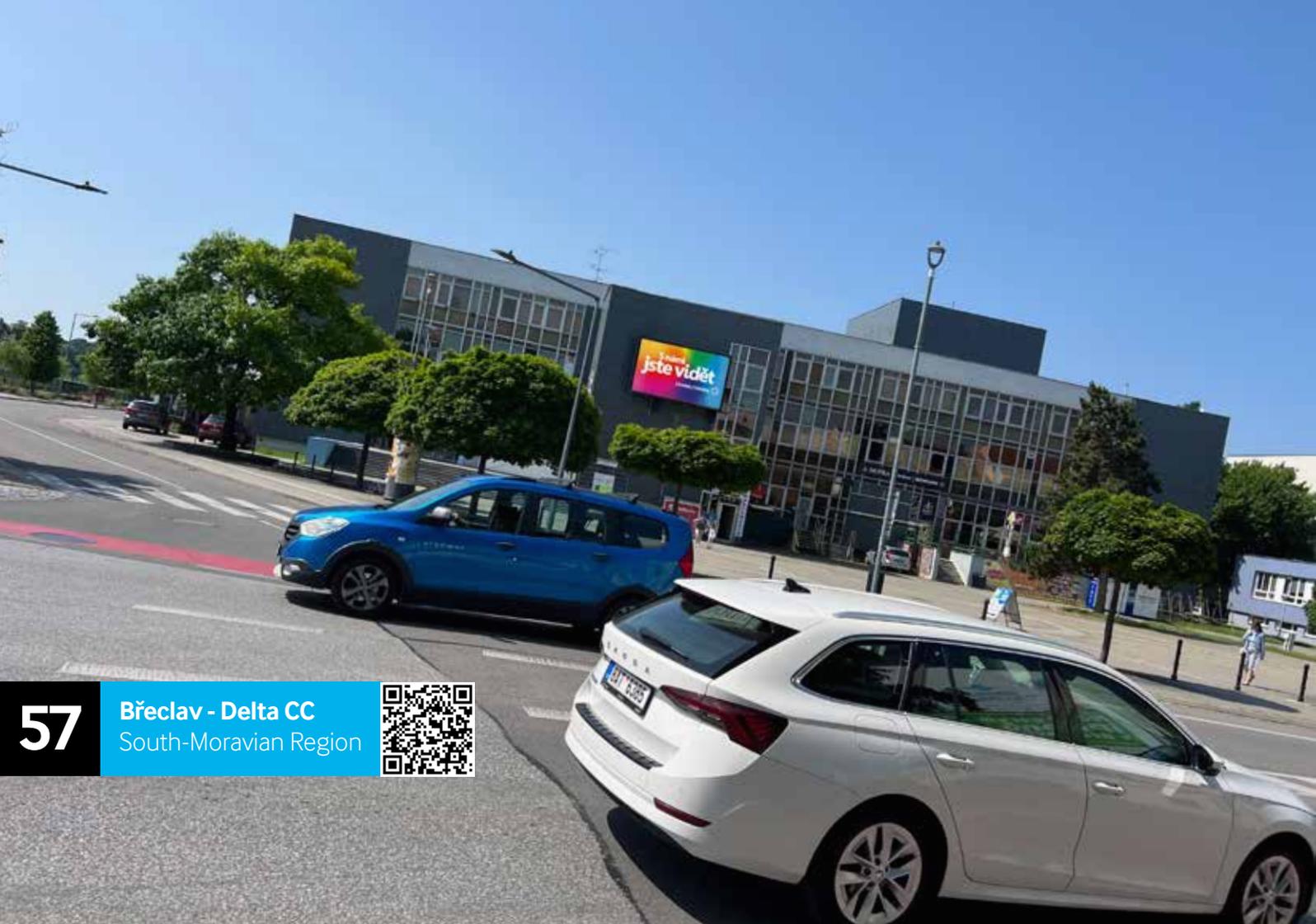
**Surroundings:** Makro/ gas station

**Visibility:** over 200 m



57

Břeclav - Delta CC  
South-Moravian Region



# Břeclav

**13 442**

Unique visitors / month

**37 112**

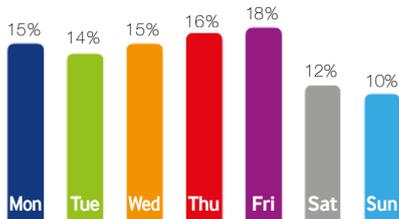
The number of visits / month



**Location:** Delta Cultural Center  
**Address:** 17. listopadu 2964/1, 690 02 Břeclav 2  
**Placement:** Outdoor on the building facade  
**Dimensions:** 19 m<sup>2</sup> - 496 x 288 cm  
**Ratio:** 16:9, 496 x 288 px  
**Operation time:** 6:00 a.m. – 10:00 p.m. (16 hours)



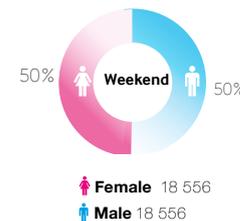
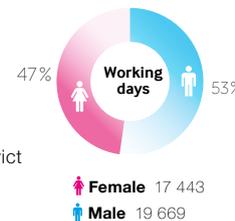
Screen Specs



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

## Screen's potential:

- 6 987** 🚶 Pedestrians (people a day)
- 8 255** 🚗 Motorists (people a day)
- 15 242** 🕒 **Daily Traffic Count**



**Locations:** commercial district / residential district  
**Positions:** city center

## Description of Location:

The LED screen is located on the exterior of the Delta cultural center, a dynamic and lively space offering a wide range of cultural, social, and educational activities. The LED screen faces the main thoroughfare through the city.

## Coverage:

**Roadway:** street / intersection / parking lot  
**Surroundings:** city hall / hotel / coffee shops / bank  
**Visibility:** over 200 m





18

Ostrava – Zábřeh  
Moravian-Silesian Region



# Ostrava

**83 014**

Unique visitors / month

**261 998**

The number of visits / month



**Location:** Zábřeh  
**Address:** Jugoslávská 40, Ostrava-Zábřeh  
**Placement:** Outdoor on the roof of the building  
**Dimensions:** 29,4 m<sup>2</sup> – 717 × 410 cm  
**Ratio:** 16:9 – 1280 × 720 px  
**Operation time:** 6:00 a.m. – 10:00 p.m. (16 hrs)



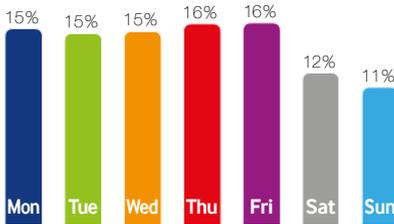
Screen Specs

**18**

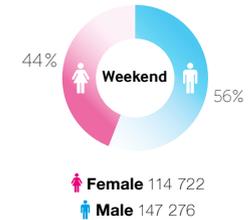
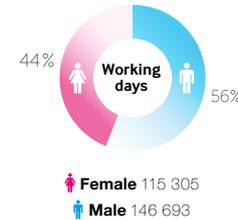
## Screen's potential:

**21 120** Pedestrians (people a day)**22 880** Motorists (people a day)**44 000** **Daily Traffic Count**

**Locations:** business district / industrial district /  
 / residential area

**Positions:** passageway

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

**GPS coordinates:** 49.8048242 N, 18.2412861 E

## Description of Location:

The large-scale LED screen is located on the roof of the shop complex, next to the busiest road junction and tram and public transport bus stops in the direction of the Ostrava-South housing estate, on one of the main access roads to the Avion Shopping Park.

## Coverage:

**Roadway:** tram / parking

**Surroundings:** Public transport / tram stop / post office / sports facilities / petrol station / restaurant / hotel / shops / department store / Kindergarten, primary school, secondary school

**Visibility:** over 200 m

19

Ostrava – Vítkovice  
Moravian-Silesian Region



# Ostrava

**37 050**

Unique visitors / month

**88 173**

The number of visits / month



**Location:** Vítkovice  
**Address:** Místecká street, Ostrava-Vítkovice  
**Placement:** Outdoor on the building shell  
**Dimensions:** 29,4 m<sup>2</sup> – 717 × 410 cm  
**Ratio:** 16:9 – 1280 × 720 px  
**Operation time:** 6:00 a.m. – 10:00 p.m. (16 hours)



Screen Specs



## Screen's potential:

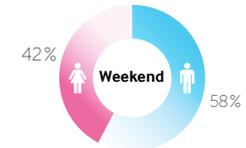
- 1 220** Pedestrians (people a day)

---

- 54 880** Motorists (people a day)

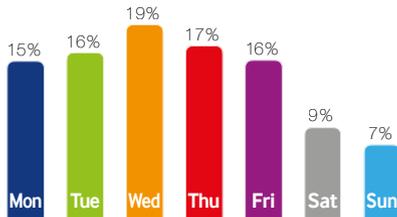
---

- 56 000** **Daily Traffic Count**



**Female** 33 778  
**Male** 54 395

**Female** 37 272  
**Male** 50 901



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



**GPS coordinates:** 49.8210589 N, 18.2762881 E

**Locations:** industrial district  
**Positions:** access from Frýdek-Místek /  
 / direction centre, Poland

## Description of Location:

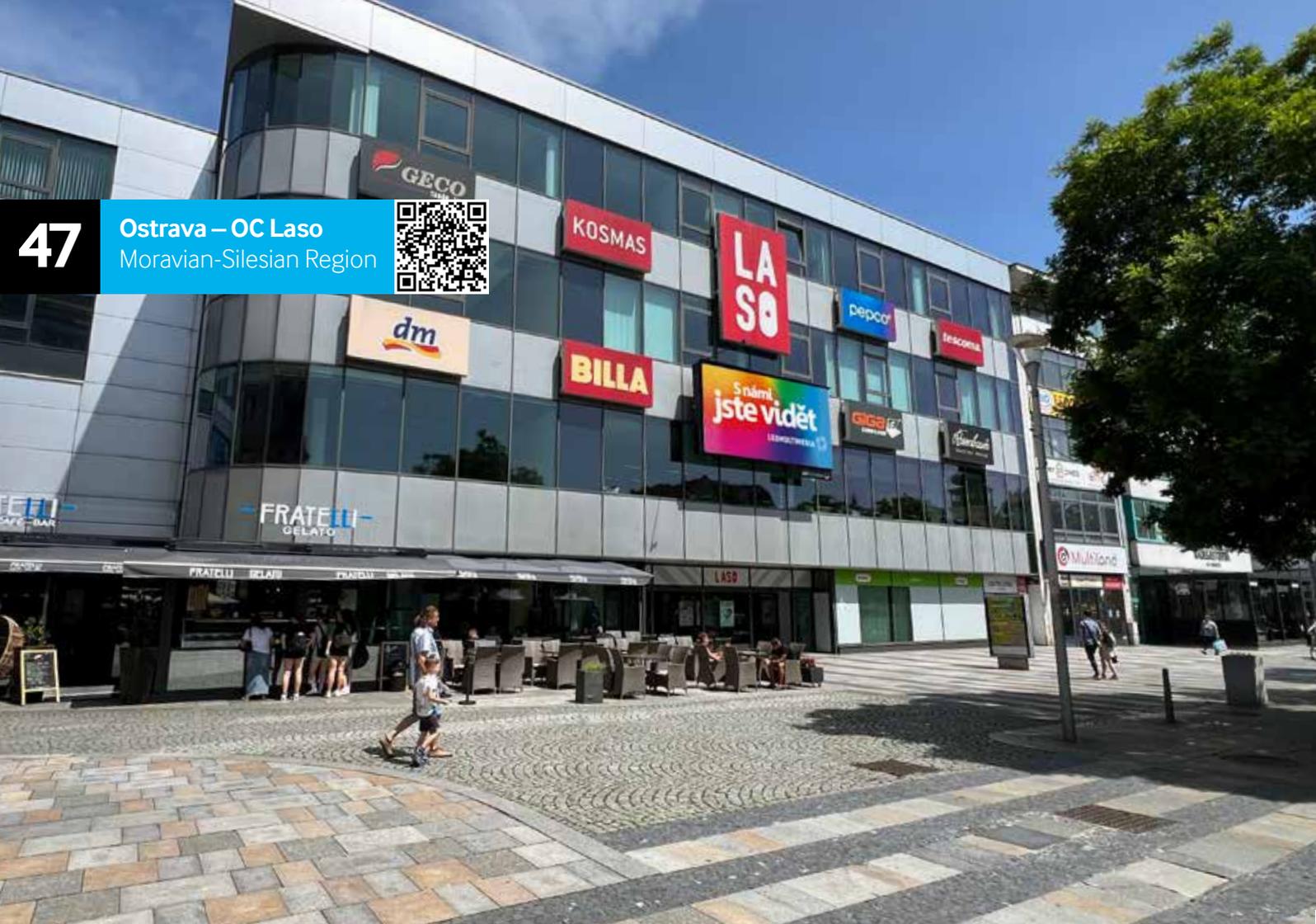
The screen on Místecká Street is located at the exit from the centre of Ostrava to Frýdek-Místek and the Beskydy Mountains, towards the shopping centres Tesco, Makro, Hornbach, car dealerships in Ostrava, etc. This arterial road is the main link between the city of Ostrava and recreational and golf resorts Čeladná and Ostravice in the Beskydy Mountains.

## Coverage:

**Roadway:** access / tram line / public transport / street  
**Surroundings:** petrol station / factory / restaurant  
**Visibility:** over 200 m

47

Ostrava – OC Laso  
Moravian-Silesian Region



## Ostrava

103 110

Unique visitors / month

312 168

The number of visits / month

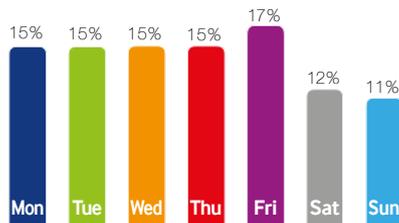


**Location:** OC LASO  
**Address:** Masarykovo nám. 15, Moravská Ostrava a Přívoz  
**Placement:** Outdoor above the entrance to the shopping center  
**Dimensions:** 16,65 m<sup>2</sup> - 576 x 288 cm  
**Ratio:** atyp – 1440 x 720 px  
**Operation time:** 7:00 a.m. – 10:00 p.m. (15 hours)



Birth certificate

47



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

## Screen's potential:

38 445 Pedestrians (people a day)

890 Motorists (people a day)

39 335 Daily Traffic Count

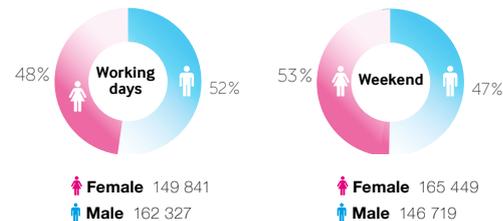
**Locations:** centrum města**Positions:** centrální náměstí

## Description of Location:

The LED screen is located directly above the entrance to the Laso shopping center in the very center of Ostrava, Masaryk Square.

All civic amenities are located in the vicinity. The LED screen is situated on the main square, which is the venue for Christmas markets, ice rinks, city celebrations, and other events.

## Coverage:

**Roadway:** street / square**Surroundings:** shopping center / hotel / restaurants / shops / banks**Visibility:** over 100 m

GPS coordinates: 49.83622 N, 18.29266 E



48

Ostrava – OC Nová Karolína GIGA  
Moravian-Silesian Region



# Ostrava

**116 877**

Unique visitors / month

**396 220**

The number of visits / month



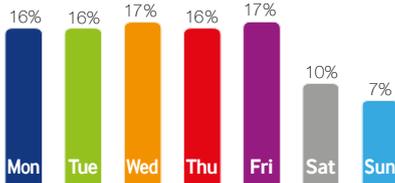
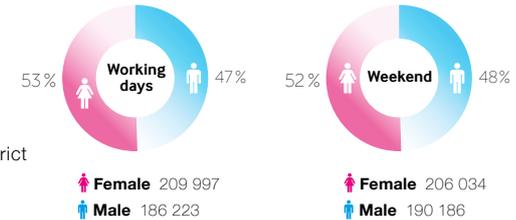
**Location:** OC Nová Karolína GIGA  
**Address:** Jantarová 4, 702 00 Moravská Ostrava a Přívoz  
**Placement:** Outdoor on the front of the building  
**Dimensions:** 53 m<sup>2</sup> - 1260 x 420 cm  
**Ratio:** atyp, 2016 x 672 px  
**Operation time:** 6:00 a.m. – 10:00 p.m. (16 hours)



Screen Specs

**48**

## Screen's potential:

**57 637** Pedestrians (people a day)**69 400** Motorists (people a day)**127 037** **Daily Traffic Count****Locations:** commercial district / residential district**Positions:** city center

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



## Description of Location:

The LED screen with 53 m<sup>2</sup> is located on the Nová Karolína shopping center building, which has three floors with a total area of 58 000 m<sup>2</sup> and houses with 220 stores and 24 restaurants, a cinema and coffee shops. Over 1 000 people work there. There is a two-story underground parking garage with a capacity of 1 500 spaces beneath the center.

The screen is visible from the main road into the city center, close to a busy public transport stop, banks, restaurants, and hotels.

## Coverage:

**Roadway:** street / intersection / public transport hub**Surroundings:** banks / shopping center / cinema / theater / restaurants**Visibility:** over 400 m

Snámi  
**jste vidět**  
LEDMULTIMEDIA 

50

Ostrava – Makro Cash&Carry  
Moravian-Silesian Region



# Ostrava

**25 442**

Unique visitors / month

**100 112**

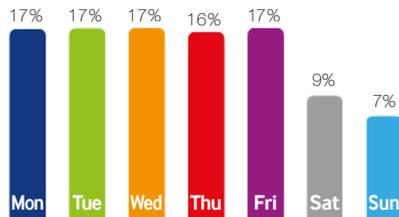
The number of visits / month



**Location:** Makro Cash & Carry  
**Address:** Místecká 5/280, 720 00 Ostrava 20  
**Placement:** Outdoor in the shopping center parking lot  
**Dimensions:** 15 m<sup>2</sup> - 500 x 300 cm  
**Ratio:** 16:9, 960 x 580 px  
**Operation time:** 6:00 a.m. – 9:00 p.m. (15 hours)



Screen Specs



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

## Screen's potential:

**18 000** 🚶 Pedestrians (people a day)  
**9 577** 🚗 Motorists (people a day)  
**27 577** 🕒 **Daily Traffic Count**

**Locations:** commercial district

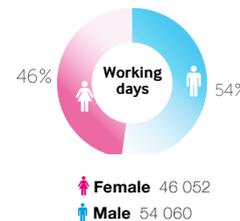
**Positions:** commercial zone

## Description of Location:

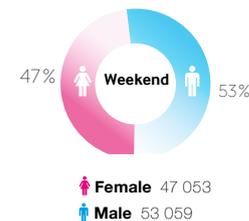
*The LED screen is located in the parking lot of the MAKRO retail chain near the entrance on a separate stand.*

## Coverage:

**Roadway:** street / parking lot  
**Surroundings:** Makro/ gas station  
**Visibility:** over 200 m



👩 **Female** 46 052  
 👨 **Male** 54 060



👩 **Female** 47 053  
 👨 **Male** 53 059



S námi  
**jste vidět**  
LEDMULTIMEDIA

61

**Ostrava - Centrum**  
Moravian-Silesian Region





# Ostrava

Moravian-Silesian Region

**125 000**

Unique visitors / month

**420 000**

The number of visits / month

- Location:** Centrum
- Address:** 28. října 1810/86, 702 00 Moravská Ostrava
- Placement:** Outdoor on the building shell
- Dimensions:** 20,5 m<sup>2</sup> - 640 x 320 cm
- Ratio:** atyp., 640 x 320 px
- Operation time:** 6:00 a.m. – 10:00 p.m. (16 hours)

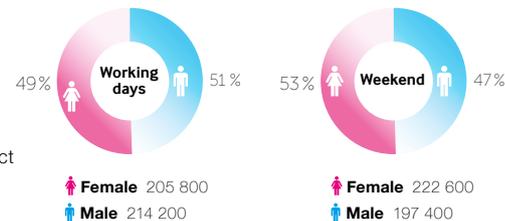


Screen Specs



## Screen's potential:

- 7 000** Pedestrians (people a day)
- 44 500** Motorists (people a day)
- 51 500** **Daily Traffic Count**



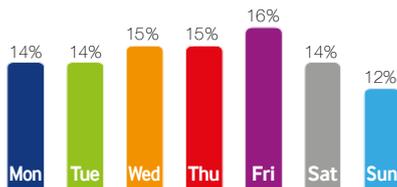
- Locations:** commercial district / residential district
- Positions:** city center

## Description of Location:

The screen is located on one of Ostrava's busiest thoroughfares, 28. října Street, directly opposite the Nová Karolina shopping and social center. Thanks to its location, it is impossible to miss for drivers arriving in the city center, public transport passengers, and pedestrians flowing between the commercial zone and the historic center. More than 50 000 people pass by it every day, making it one of the most attractive advertising spaces in the region.

## Coverage:

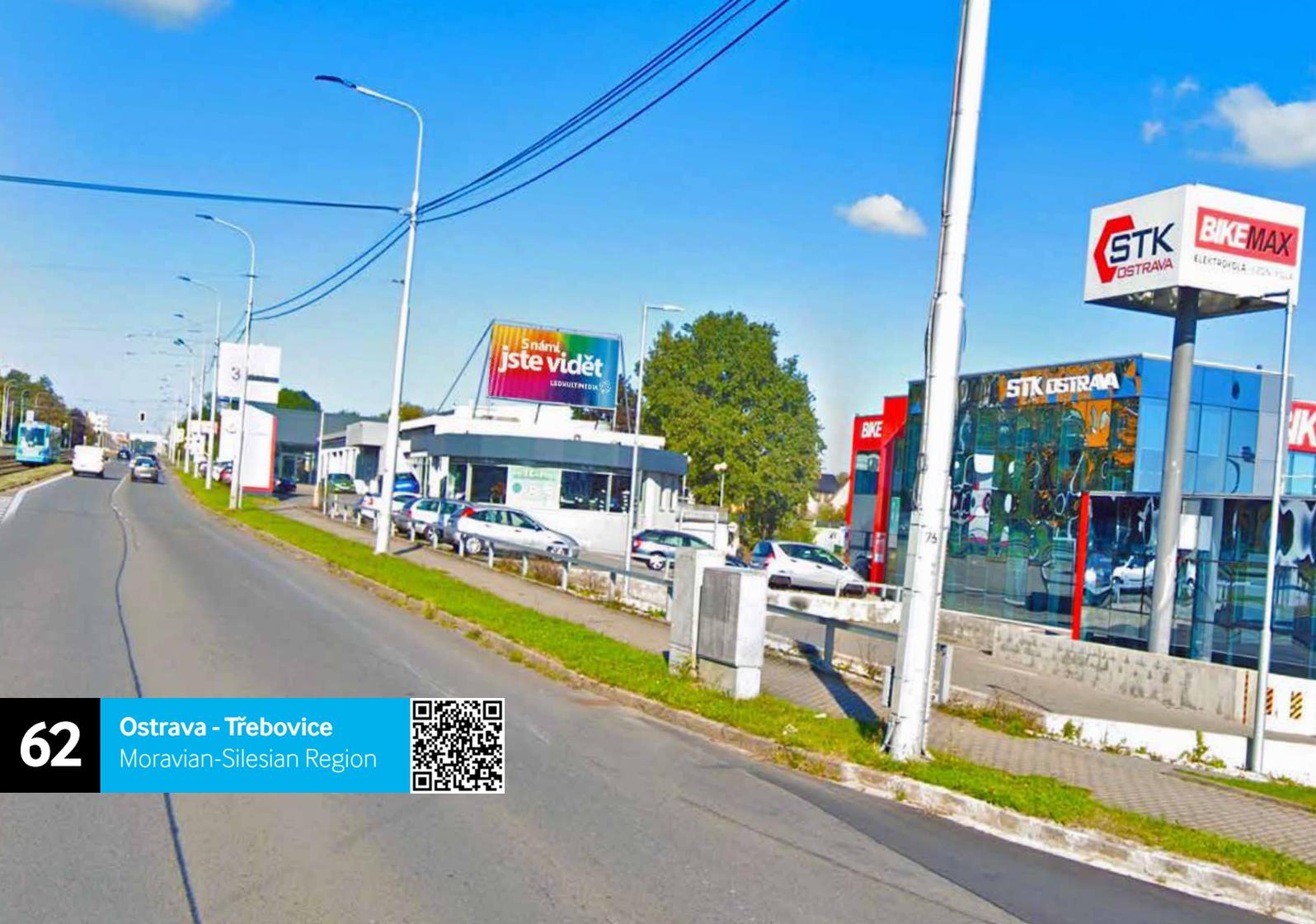
- Roadway:** square / four-lane road / intersection
- Surroundings:** shopping center / cafes / banks / cinema / public transport stops
- Visibility:** over 350 m



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



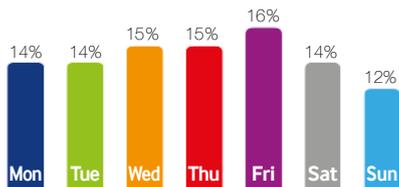
GPS coordinates: 49.832317 N, 18.283290 E



62

Ostrava - Třebovice  
Moravian-Silesian Region





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



GPS coordinates: 49.82767934400659 N, 18.19692432287796 E

# Ostrava

Moravian-Silesian Region

**Location:** Třebovice  
**Address:** Třebovická 5534, Ostrava-Třebovice  
**Placement:** Outdoor on the roof of the building  
**Dimensions:** 32 m<sup>2</sup> - 800 x 400 cm  
**Ratio:** atyp., 640 x 320 px  
**Operation time:** 6:00 a.m. – 10:00 p.m. (16 hours)

**120 000**

Unique visitors / month

**400 000**

The number of visits / month



Screen Specs



## Screen's potential:

**6 000** 🚶 Pedestrians (people a day)

**44 000** 🚗 Motorists (people a day)

**50 000** 🕒 Daily Traffic Count

**Locations:** commercial district / residential district

**Positions:** intersection near shopping center

## Description of Location:

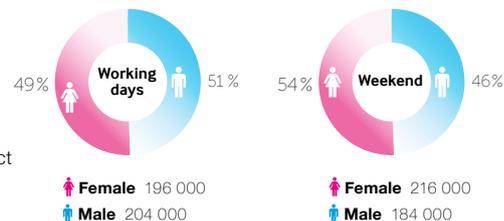
The screen is located on the roof of the ACA car dealership in Ostrava-Třebovice on Opavská Street, which connects the center of Ostrava with the Poruba district. Thanks to its location behind the intersection towards the Tesco department store, it appeals not only to motorists but also to passengers on Ostrava's public transport. It is one of the busiest roads in Ostrava with a high proportion of daily commuters and shoppers.

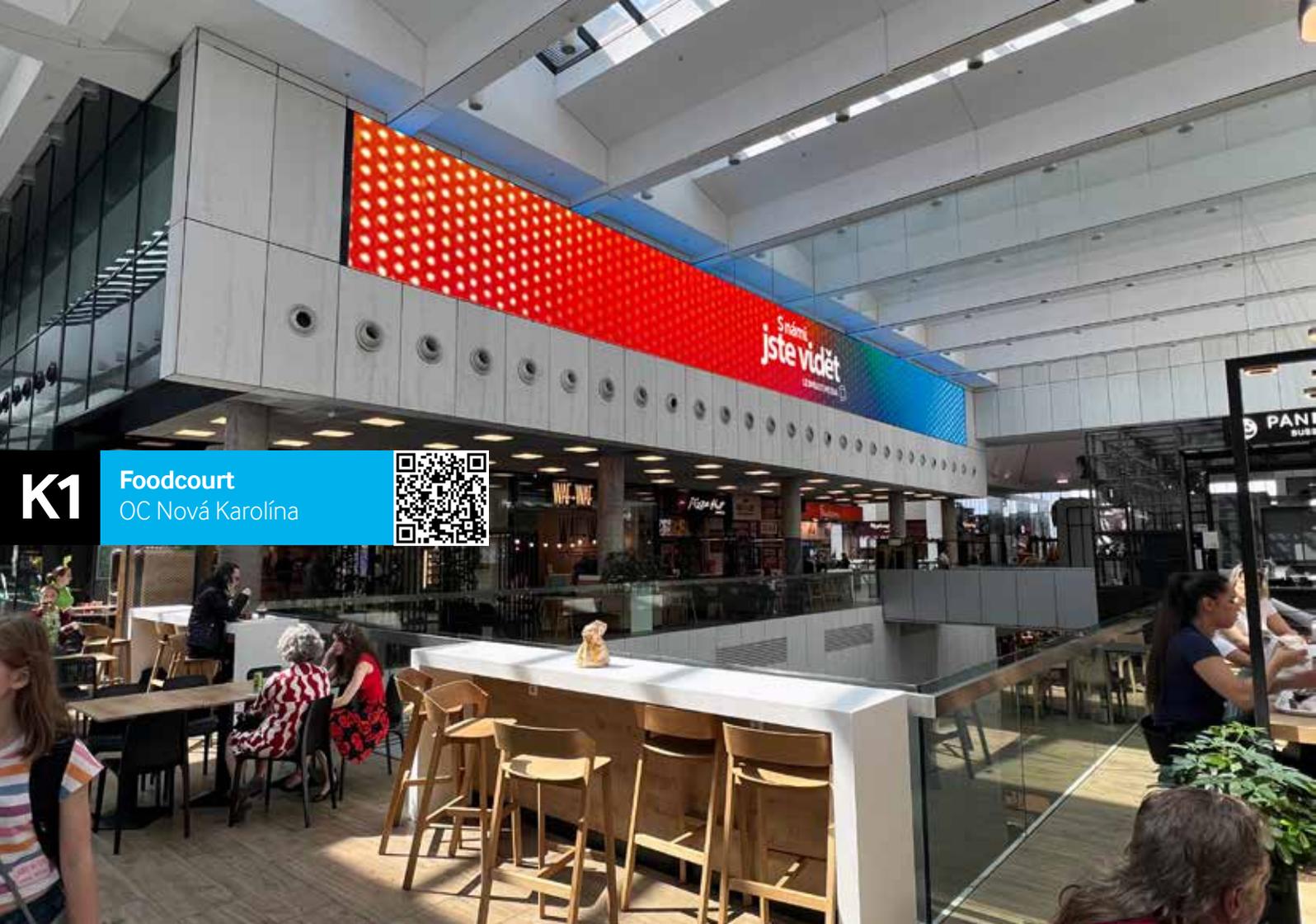
## Coverage:

**Roadway:** four-lane road / intersection / tram line / public transport

**Surroundings:** shopping center / car dealership / vehicle inspection station / bank / public transport stops

**Visibility:** over 400 m





K1

Foodcourt

OC Nová Karolína



S námi  
jste vidět  
CONSUMER

PAN  
BURR

# Ostrava – OC Nová Karolína

Moravian-Silesian Region



**Location:** FOODCOURT  
**Address:** Jantarová 4, 702 00 Moravská Ostrava a Přívoz  
**Placement:** Indoor  
**Dimensions:** 47,5 m<sup>2</sup> - 1900 x 250 cm  
**Ratio:** atyp, 5376 x 480 px  
**Operation time:** 9:00 a.m. – 09:00 p.m. (12 hrs)



Screen Specs

**K1**

## Description of Location:

*The 47.5 m<sup>2</sup> LED screen is located in the food court of the OC Nová Karolína shopping center, which spans 58,000 m<sup>2</sup> over three floors and houses a total of 220 stores and 24 restaurants, a cinema, and coffee shops. Over 1,000 people work here. There is a two-story underground parking garage with a capacity of 1,500 spaces beneath the center.*

*The venue hosts concerts, events, and activities for children.*



Jantarová, Ostrava

**GPS coordinates:** 49.83161343815672 N, 18.28577488027216 E

K2

Lift  
OC Nová Karolína



# Ostrava – OC Nová Karolína

Moravian-Silesian Region



**Location:** LIFT  
**Address:** Jantarová 4, 702 00 Moravská Ostrava a Přívoz  
**Placement:** Indoor  
**Dimensions:** 9,84 m<sup>2</sup> - 820 x 120 cm  
**Ratio:** atyp, 3096 x 516 px  
**Operation time:** 9:00 a.m. – 09:00 p.m. (12 hrs)



Screen Specs

**K2**

## Description of Location:

*The LED screen is located opposite the escalator exit from the Albert supermarket, on the same floor as the exit/entrance to the underground parking garage.*

*The Nová Karolína Shopping center spans 58,000 m<sup>2</sup> over three floors and houses 220 stores and 24 restaurants, a cinema and coffee shops. Over 1,000 people work here. There is a two-story underground parking garage with a capacity of 1,500 spaces beneath the center.*



Jantarová, Ostrava

**GPS coordinates:** 49.83161343815672 N, 18.28577488027216 E



59

Havířov  
Moravian-Silesian Region



# Havířov

**47 000**

Unique visitors / month

**160 000**

The number of visits / month



**Location:** STK  
**Address:** Železničářů 1529, 736 01 Havířov 1-Město  
**Placement:** Outdoor on the roof of the building  
**Dimensions:** 16,6 m<sup>2</sup> - 578 x 288 cm  
**Ratio:** atyp., 578 x 288 px  
**Operation time:** 6:00 a.m. – 10:00 p.m. (16 hours)



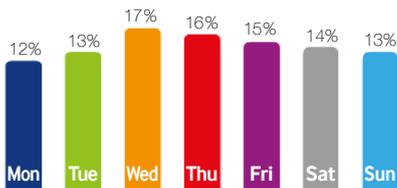
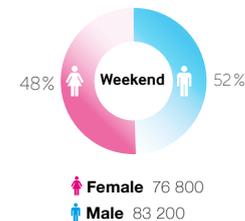
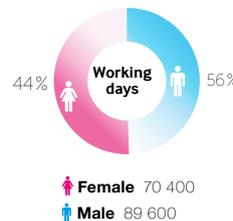
Screen Specs



## Screen's potential:

- 800** 🚶 Pedestrians (people a day)
- 22 700** 🚗 Motorists (people a day)
- 23 500** 🕒 **Daily Traffic Count**

**Locations:** 1st class road  
**Positions:** access from Ostrava /  
 / direction centre, Slovakia, Poland



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



## Description of Location:

The LED screen is located on the roof of the Vehicle inspection Havířov building. It is situated on the 1st class road from Ostrava to Havířov. The road continues on to Slovakia and Poland. It is a very busy route.

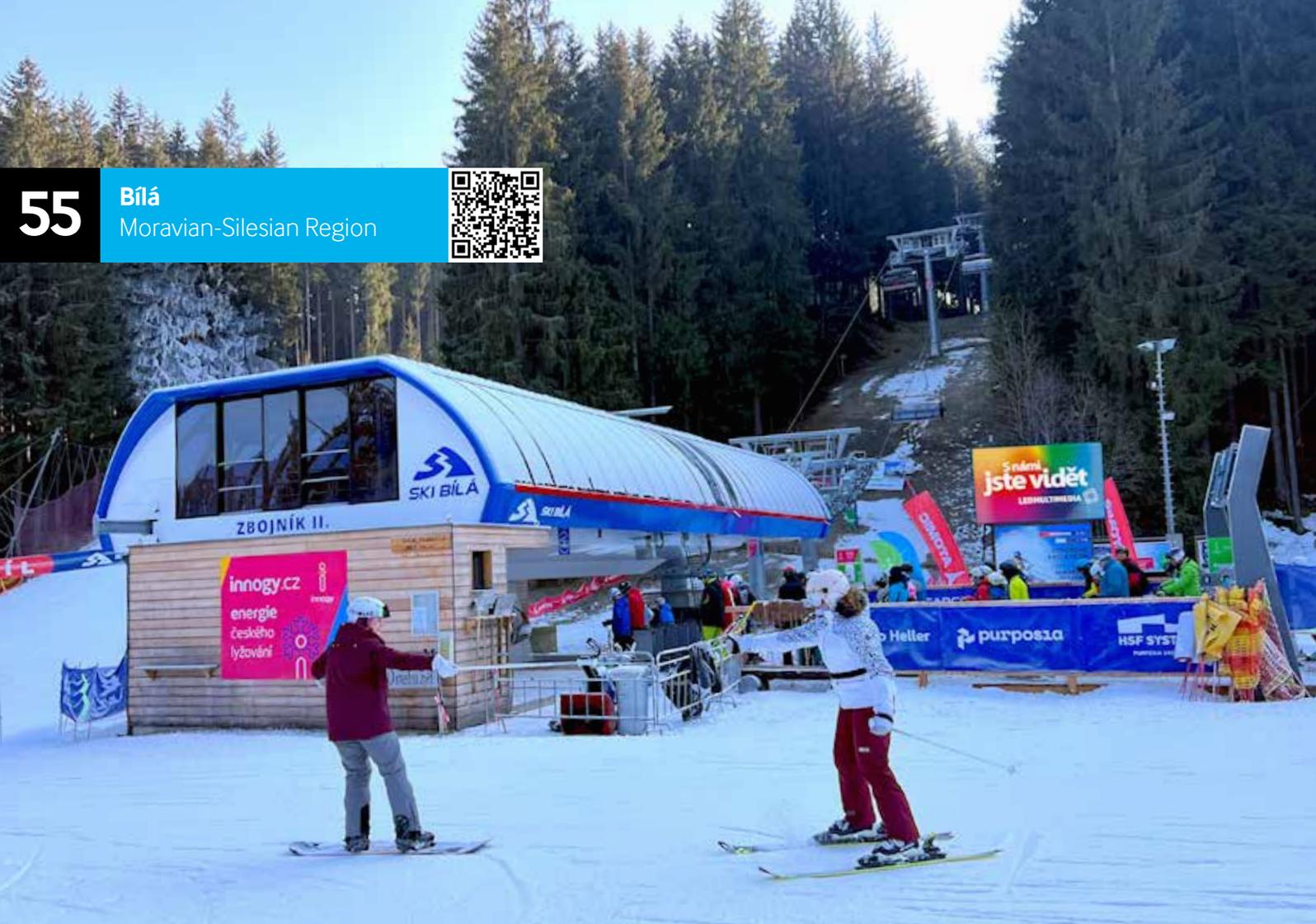
## Coverage:

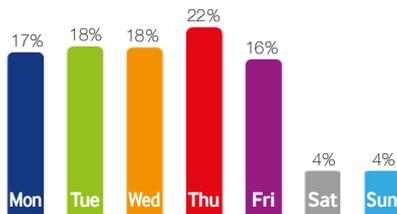
**Roadway:** 1st class road  
**Surroundings:** gas station / main road / vehicle inspection / tire service  
**Visibility:** over 400 m

55

Bílá

Moravian-Silesian Region





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



# Bílá

Moravian-Silesian Region

**20 222**

Unique visitors / month

**116 512**

The number of visits / month

**Location:** Beskydy Ski Resort  
**Address:** Bílá 173, 739 15 Bílá  
**Placement:** Outdoor on a separate stand  
**Dimensions:** 10 m<sup>2</sup> - 400 x 250 cm  
**Ratio:** atyp, 992 x 620 px  
**Operation time:** 8:00 a.m. – 10:00 p.m. (15 hours)



Screen Specs

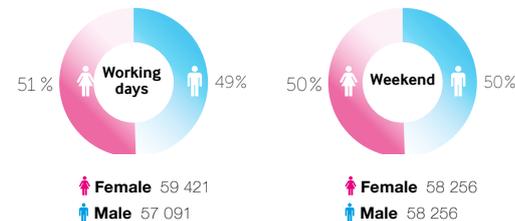


## Screen's potential:

<b>2 156</b>		Pedestrians (people a day)
<b>904</b>		Motorists (people a day)
<b>3 240</b>		Daily Traffic Count

**Locations:** sports complex / year-round recreational area

**Positions:** chairlift boarding station



## Description of Location:

The LED screen is located on its own stand at the entrance to the four-seater chairlift. The Bílá Ski Resort is the largest ski resort in northern Moravia, with an FIS-approved ski slope, one of the training centers for the national alpine skiing team, the largest children's summer park in Moravia, a newly built singletrails bike park, and a venue for international trial bike competitions.

## Coverage:

**Roadway:** sports complex

**Surroundings:** chairlift boarding area

**Visibility:** over 400 m

56

Ostravice  
Moravian-Silesian Region



# Ostravice

**43 176**

Unique visitors / month

**161 287**

The number of visits / month



**Location:** Railway station  
**Address:** Ostravice 362, 739 14 Ostravice  
**Placement:** Outdoor on the gable of the building  
**Dimensions:** 8 m<sup>2</sup> - 400 x 200 cm  
**Ratio:** 2:1, 992 x 496 px  
**Operation time:** 6:00 a.m. – 10:00 p.m. (16 hours)



Screen Specs

**56**

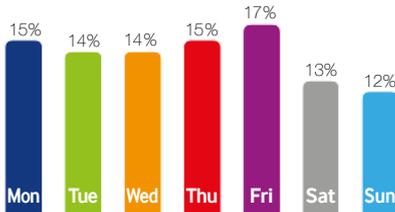
## Screen's potential:

**6 017** Pedestrians (people a day)**12 455** Motorists (people a day)**18 472** **Daily Traffic Count****Locations:** passage through the town**Positions:** center of the town

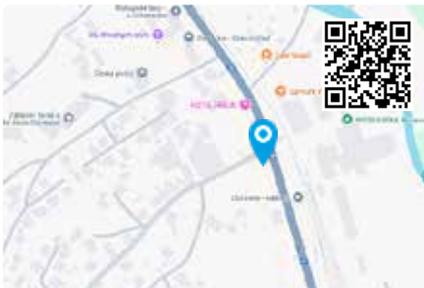
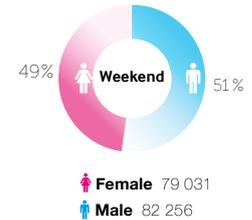
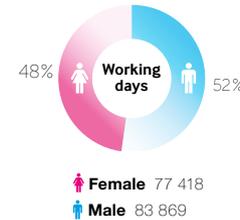
## Description of Location:

The LED screen is located on the side of a building on the international road I 56 from Slovakia to Ostrava in the center of the town next to the train station. Starting point for the ascent to Lysá hora mountain.

## Coverage:

**Roadway:** street / main road through the village / parking lot**Surroundings:** train station / restaurant / shop / hotel**Visibility:** over 400 m

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

**GPS coordinates:** 49.53833893297588 N, 18.392798338033504 E

20

Hradec Králové – Riegrovo náměstí  
Kralovehradecký Region



## Hradec Králové

104 900

Unique visitors / month

348 263

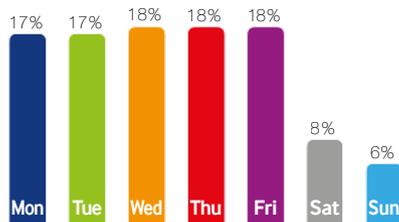
The number of visits / month



**Location:** Riegrovo náměstí [Rieger Square]  
**Address:** Riegrovo náměstí 4, Hradec Králové  
**Placement:** Outdoor on the roof of the building  
**Dimensions:** 29,4 m<sup>2</sup> – 717 × 410 cm  
**Ratio:** 16:9 – 1280 × 720 px  
**Operation time:** 6:00 a.m. – 10:00 p.m. (16 hours)



Screen Specs



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

## Screen's potential:

30 780 Pedestrians (people a day)

7 220 Motorists (people a day)

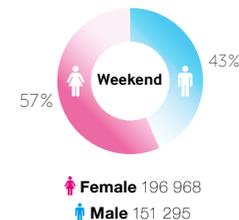
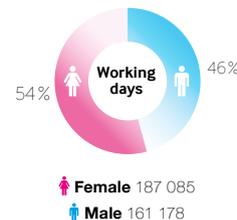
38 000 Daily Traffic Count

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

## Description of Location:

The screen is located on the roof of the Hotel Černigov building. It is in the busy location of Rieger Square within direct reach of the bus and train stations. There are shopping and office areas in the area.

## Coverage:

**Roadway:** street / pedestrian zone / square / parking lot**Surroundings:** Public transport / ČD station / post office / shops / department store / bank / restaurant / hotel**Visibility:** over 150 m

GPS coordinates: 50.2144244 N, 15.8134981 E



21

Hradec Králové – Náměstí 28. října  
Kralovehradecký Region



# Hradec Králové

**78 112**

Unique visitors / month

**201 897**

The number of visits / month



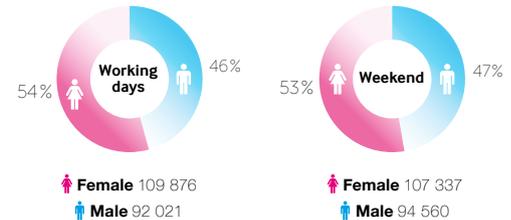
**Location:** Náměstí 28. října [28<sup>th</sup> October Square]  
**Address:** Chelčického 1054, Hradec Králové  
**Placement:** Outdoor on the building shell  
**Dimensions:** 25,1 m<sup>2</sup> – 614 × 409 cm  
**Ratio:** atyp – 1536 x 1024 px  
**Operation time:** 6:00 a.m. – 10:00 p.m. (16 hours)



Screen Specs

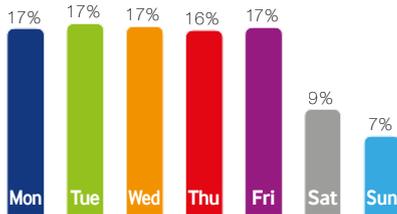
**21**

## Screen's potential:

**30 780** Pedestrians (people a day)**7 220** Motorists (people a day)**38 000** **Daily Traffic Count****Locations:** business district / residential area**Positions:** downtown

**Female** 109 876  
**Male** 92 021

**Female** 107 337  
**Male** 94 560



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

**GPS coordinates:** 50.2136564 N, 15.8162731 E

## Description of Location:

*This LED screen is located on the very busy 28th October Square, where the TESCO department store is and the ATRIUM Palace. The square is generally considered to be the commercial centre of the city. Your advertising spots will therefore be directly in the field of view of people moving around the square or customers heading to TESCO for shopping or Dukelská třída. Opposite the large screen are several important institutions such as the Tax Office, the bank ČSOB, the Czech Insurance Company and next to M-Bank, where thousands of people flow in every day and thus your potential customers.*

## Coverage:

**Roadway:** square / communication**Surroundings:** Public transport / department stores / restaurants / bank / shops / post office / pharmacy / bank**Visibility:** over 150 m



42

Trutnov – Roundabout  
Kralovhradecky Region



# Trutnov

**28 684**

Unique visitors / month

**107 536**

The number of visits / month

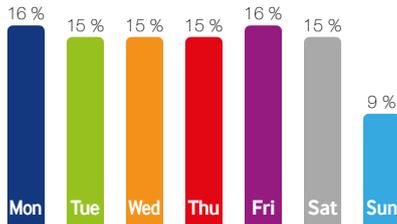


**Location:** Roundabout  
**Address:** Horní promenáda 151, Trutnov  
**Placement:** Outdoor on the building shell  
**Dimensions:** 18 m<sup>2</sup> – 600 × 300 cm  
**Ratio:** 16:9 – 280 × 144 px  
**Operation time:** 6:00 a.m. – 10:00 p.m. (16 hours)



Screen Specs

**42**

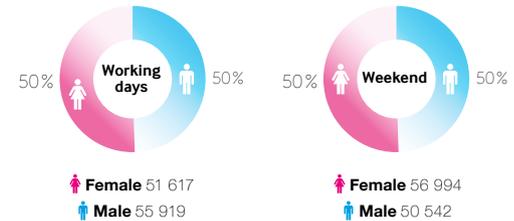


Weekly viewership 6:00 a.m. – 10:00 p.m.

## Screen's potential:

- 5 000** 🚶 Pedestrians (people a day)
- 19 742** 🚗 Motorists (people a day)
- 24 785** 🕒 **Daily Traffic Count**

**Locations:** business district / residential area  
**Positions:** passage, direction downtown



## Description of Location:

*The LED screen is located on the building shell of Trutnov Apartments, at the Horská roundabout, opposite the bus station or Billa Supermarket. It is a move to the Lower Old Town, the Horská street is a pedestrian zone to Trutnov Square. In the vicinity of all civic amenities.*



**GPS coordinates:** 50.5654508 N, 15.9070847 E

## Coverage:

**Roadway:** street / intersection / parking lot / access to the ice rink  
**Surroundings:** shops / restaurants / public transport stop / cultural facilities  
**Visibility:** over 150 m



34

Pardubice – Enteria Arena  
Pardubice Region



# Pardubice

**99 121**

Unique visitors / month

**125 143**

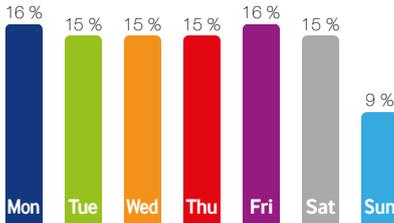
The number of visits / month



**Location:** Enteria Arena  
**Address:** Sukova třída 1735, 530 02 Pardubice I  
**Placement:** Outdoor above the main entrance  
**Dimensions:** 24,5 m<sup>2</sup> – 640 × 384 cm  
**Ratio:** 16:9 – 1280 × 720 px  
**Operation time:** 6:00 a.m. – 10:00 p.m. (16 hours)



Screen Specs

**34**


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



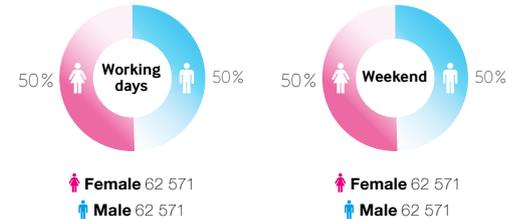
GPS coordinates: 50.03958 N, 15.76936 E

## Screen's potential:

**8 112** Pedestrians (people a day)

**12 745** Motorists (people a day)

**20 857** **Daily Traffic Count**
**Locations:** business district / residential area

**Positions:** intersection, main entrance of the ice arena


## Description of Location:

The LED screen is located in the heart of Pardubice at the multifunctional hall of the Enteria Arena, which serves not only as a winter stadium, where matches of the top hockey league take place, but also cultural events. The screen is situated directly above the main entrance to the hall, with excellent visibility from the busy intersection of Sukova třída and Hradecká, and from the most famous shopping centre Palác Pardubice, which includes a Cinestar multiplex cinema.

## Coverage:

**Roadway:** parking / shopping area

**Surroundings:** Public transport (bus) / restaurants / shopping centre / shops / post office / pharmacy

**Visibility:** over 250 m



22

Jihlava – SC Citypark  
Vysocina Region



# Jihlava

Vysocina Region

**45 143**

Unique visitors / month

**97 400**

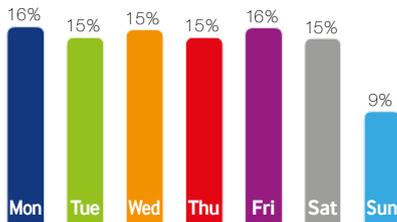
The number of visits / month



**Location:** Shopping Centre Citypark  
**Address:** Fibichova 988/89, Jihlava  
**Placement:** Outdoor on the building shell  
**Dimensions:** 9,8 m<sup>2</sup> – 384 × 256 cm  
**Ratio:** 16:9 – 1280 × 720 px  
**Operation time:** 6:00 a.m. – 10:00 p.m. (16 hours)

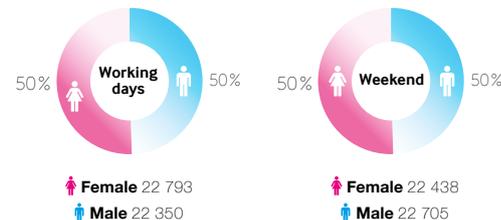


Screen Specs



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

## Screen's potential:

**3 600** 🚶 Pedestrians (people a day)**20 400** 🚗 Motorists (people a day)**24 000** 🕒 Daily Traffic Count**Locations:** business district / residential area**Positions:** SC CityPark Jihlava,  
passage towards the centre

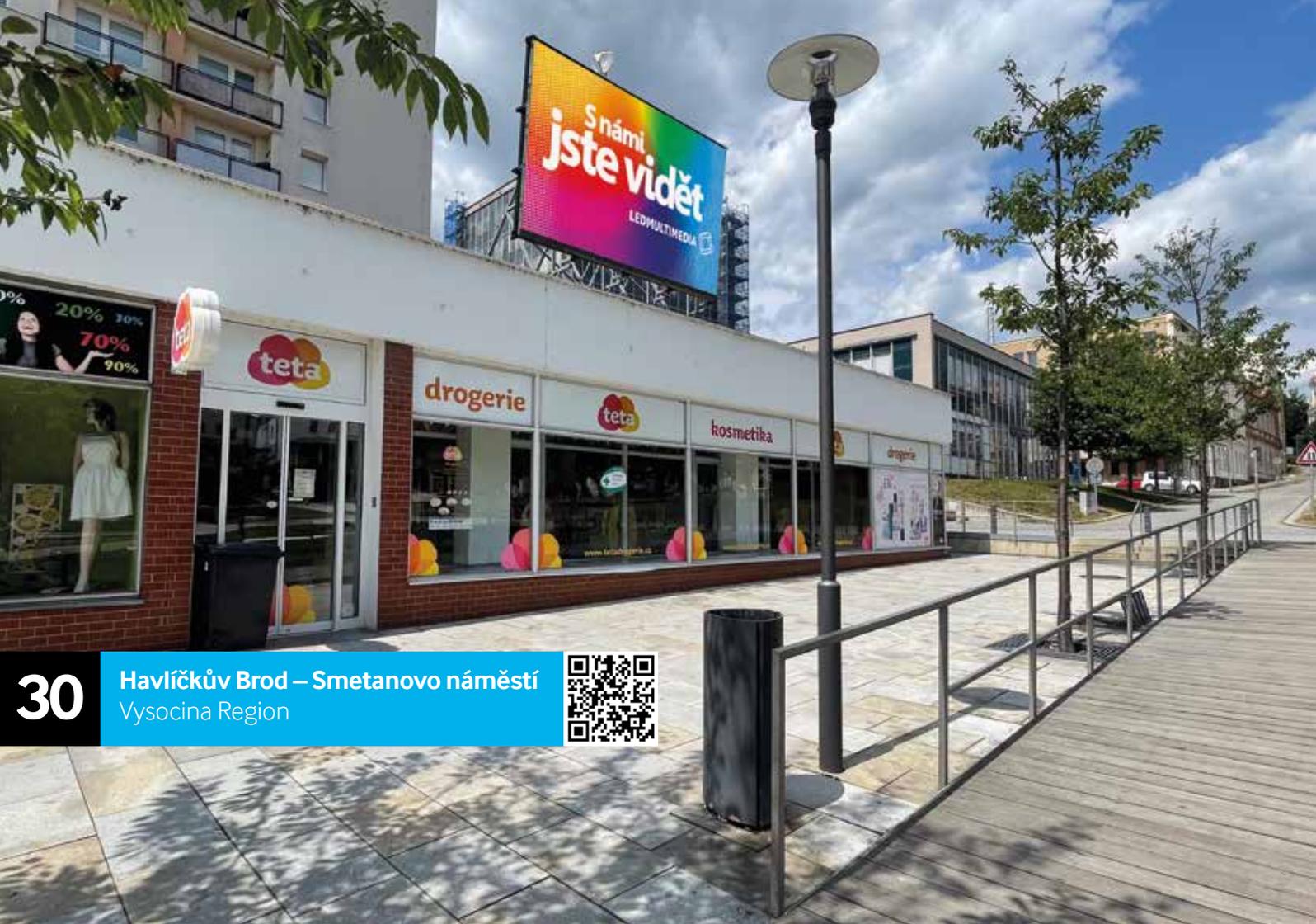
## Description of Location:

The screen is located on the building of the house on the main, very busy intersection of the streets Hradební and Znojemská, 100 metres from the very centre of Jihlava. In close proximity there is a shopping CityPark Jihlava. Close to the historic city center, shops, offices.

## Coverage:

**Roadway:** parking / shopping area**Surroundings:** shopping mall / restaurant / supermarket / shops / banks / main drag**Visibility:** over 200 m

GPS coordinates: 49.392457 N, 15.591182 E



S námi  
**jste vidět**  
LEDMULTIMEDIA

20% 30%  
**70%**  
90%



teta

drogerie



kosmetika

drogerie

30

Havlíčkův Brod – Smetanovo náměstí  
Vysocina Region



## Havlíčkův Brod

8 620

Unique visitors / month

15 087

The number of visits / month

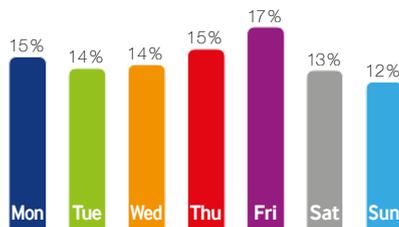


**Location:** Smetanovo náměstí [Smetana Square]  
**Address:** Smetanovo náměstí 1975, Havlíčkův Brod  
**Placement:** Outdoor on the roof of the building  
**Dimensions:** 9,2 m<sup>2</sup> – 384 × 240 cm  
**Ratio:** 16:9 – 1280 × 720 px  
**Operation time:** 6:00 a.m. – 10:00 p.m. (16 hours)



Screen Specs

30



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

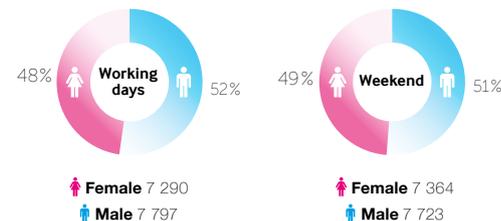
## Screen's potential:

9 553 Pedestrians (people a day)

1 247 Motorists (people a day)

10 800 Daily Traffic Count

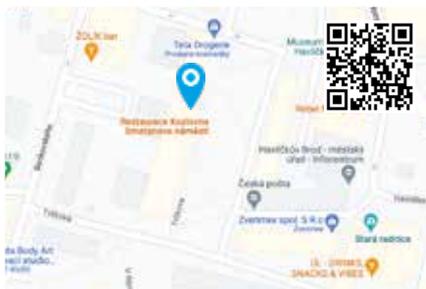
**Locations:** recreation area / business district /  
 / residential area

**Positions:** downtown

## Description of Location:

The screen is located on the roof of a complex of shops on the newly renovated Smetana Square, which is widely used as a recreation area with a grassy area, water fountains and paddling pools near the main square of Havlíčkův Brod. In close proximity: restaurant Kozlovna, drugstore Teta, museum of Vysočina, large parking lot, Czech post office. Absolute predominance of pedestrians.

## Coverage:

**Roadway:** street / pedestrian zone**Surroundings:** department stores / cultural facilities / restaurants / shops / PNS / bank / post office**Visibility:** over 150 m

GPS coordinates: 49.6073644 N, 15.5773244 E



Snámi  
jste vidět  
LEDMULTIMEDIA

AUTODÍL

46

Pelhřimov  
Vysocina Region



# Pelhřimov

**12 442**

Unique visitors / month

**36 512**

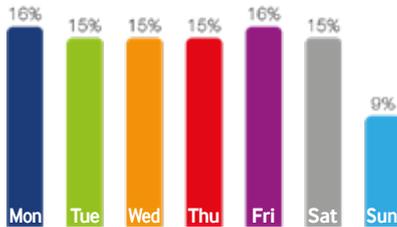
The number of visits / month



**Location:** Nádražní  
**Address:** Nádražní 2319, 393 01 Pelhřimov  
**Placement:** Outdoor on the building facade  
**Dimensions:** 5,1 m<sup>2</sup> – 300 × 170 cm  
**Ratio:** 16:9 – 576 × 320 px  
**Operation time:** 6:00 a.m. – 10:00 p.m. (16 hours)



Screen Specs

**46**

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

## Screen's potential:

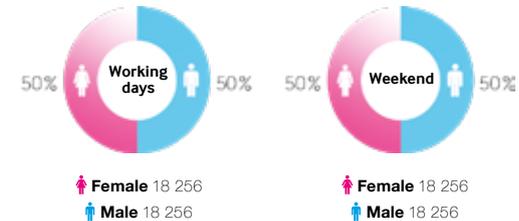
**341** 🚶 Pedestrians (people a day)  
**1 659** 🚗 Motorists (people a day)  
**2 000** 🕒 **Daily Traffic Count**

**Locations:** business district / residential area**Positions:** main road through the city

## Description of Location:

The screen is located on the side of a building along the only main route connecting Tábor, Jihlava, Humpolec, Vlašim, Pelhřimov to Jindřichův Hradec, Kamenice nad Lipou, Třeboň, České Budějovice. High traffic volume.

## Coverage:

**Roadway:** main road through the city**Surroundings:** train station / gas station / manufacturing companies / services**Visibility:** over 400 m**GPS coordinates:** 49.41841143 N, 15.22279615 E



58

Třebíč  
Vysocina Region

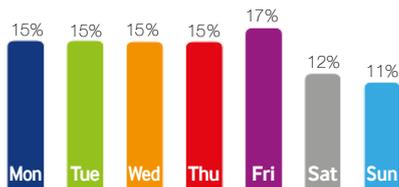




**Location:** Komenský Square  
**Address:** Komenského nám. 1342, Třebíč  
**Placement:** Outdoor on a building  
**Dimensions:** 25,8 m<sup>2</sup> - 672 x 384 cm  
**Ratio:** 16:9, 672 x 384 px  
**Operation time:** 6:00 a.m. – 8:00 p.m. (14 hours)



Screen Specs

**58**

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



### Screen's potential:

**11 850** 🚶 Pedestrians (people a day)

**14 275** 🚗 Motorists (people a day)

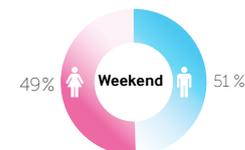
**26 125** 🕒 **Daily Traffic Count**

**Locations:** residential area / transport hub

**Positions:** central parking lot / drive through the city



👩 **Female** 102 034  
 👨 **Male** 94 186



👩 **Female** 96 148  
 👨 **Male** 100 072

### Description of Location:

The LED screen is located on the connecting section between the bank building and the municipal administration building. The screen faces the main bus station and the adjacent central parking lot, right next to the main thoroughfare through the city.

### Coverage:

**Roadway:** street / intersection / parking lot

**Surroundings:** bus station / banks / administrative offices / parking lot / restaurants

**Visibility:** over 200 m

23

Zlín – Třída Tomáše Bati  
Zlinsky Region





# Zlín

Zlinsky Region

**93 120**

Unique visitors / month

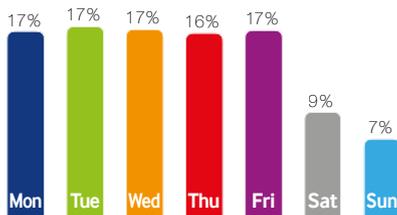
**161 987**

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



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



GPS coordinates: 49.2239711 N, 17.661311 E

## 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:

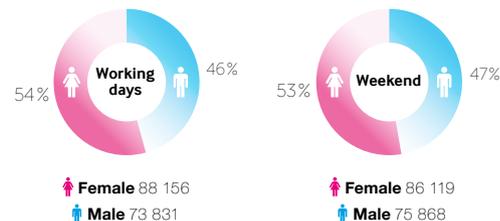
The LED screen is located on the building of small shop complexes, in direct line of sight of the bus stops and busy intersections. The location of the screen in the immediate vicinity of Tomáš Bata Avenue, the main thoroughfare through Zlín, offers a high concentration of both drivers and pedestrians. 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





ZLATÉ JABLKO

S námi  
**jste vidět**  
LEDMULTIMEDIA

tescoma KEC BILLA

60

Zlín - OC Zlaté Jablko  
Zlinsky Region





**Location:** OC Zlaté Jablko  
**Address:** Nám. Míru 174, 760 01 Zlín  
**Placement:** Outdoor on the building facade  
**Dimensions:** 13,7 m<sup>2</sup> - 540 x 245 cm  
**Ratio:** atyp., 1088 x 480 px  
**Operation time:** 6:00 a.m. – 10:00 p.m. (16 hours)



Screen Specs

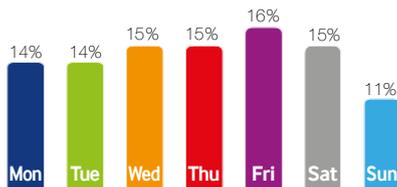
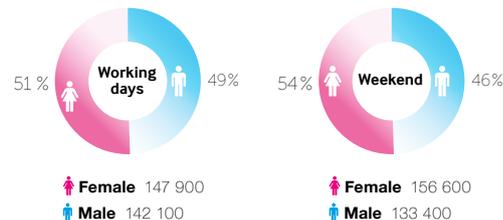


### Screen's potential:

- 14 500**  Pedestrians (people a day)
- 28 000**  Motorists (people a day)
- 42 500**  **Daily Traffic Count**

**Locations:** business district / residential area

**Positions:** city center



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



### Description of Location:

The LED screen is located on the facade of the newly renovated shopping center Zlaté Jablko in the very center of Zlín. The screen has an impact on a busy thoroughfare, public transport stops, the parking garage across the street, and banks. Banks, city hall, coffee shops and restaurants are located in the vicinity.

### Coverage:

**Roadway:** square / four-lane road / intersection

**Surroundings:** shopping center / coffee shops / banks / parking garage / cinema / bus stops

**Visibility:** over 200 m

24

Uherské Hradiště – Rybárny  
Zlínský území



# Uherské Hradiště

## 46 676

Unique visitors / month

## 169 787

The number of visits / month



**Location:** Rybárny [Fisheries]  
**Address:** Rybářská Street 124, Uherské Hradiště  
**Placement:** Outdoor on the gable of the building  
**Dimensions:** 12,9 m<sup>2</sup> – 384 × 288 cm  
**Ratio:** 4:3 – 1024 × 768 px  
**Operation time:** 6:00 a.m. – 10:00 p.m. (16 hours)



Birth certificate

# 24

## Screen's potential:

**7 000** 🚶 Pedestrians (people a day)  
**18 100** 🚗 Motorists (people a day)  
**25 100** 🕒 **Daily Traffic Count**

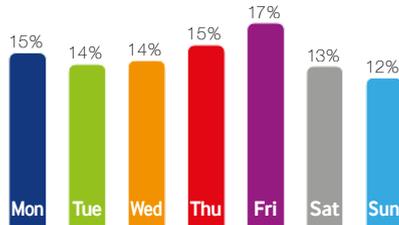
**Locations:** business district / residential area  
**Positions:** main road / passage

## Description of Location:

*The screen is located on the front of the building on the main road from Uherské Hradiště to Staré Město and further to Brno, with above-standard car passage. Close to the STOP SHOP shopping centre, petrol station, sports facilities, car dealerships, boat harbour.*

## Coverage:

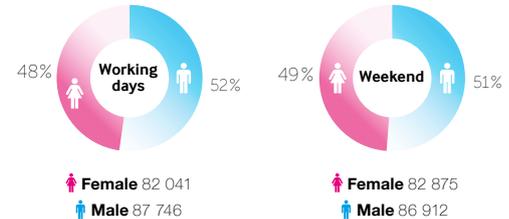
**Roadway:** street / road / main road  
**Surroundings:** petrol station / post office / PNS / shops / restaurants / sports facilities  
**Visibility:** over 200 m



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



**GPS coordinates:** 49.0742417 N, 17.4580975 E



# Technical specifications

The Capital City – Outdoor	Region	Area	Dimension	Aspect Ratio	Resolution	Page
<b>02</b> Praha 4 – Konferenční centrum Pankrác	The Capital City	37 m <sup>2</sup>	960 × 384 cm	2,5:1	1024 × 410 px	37
<b>03</b> Praha 14 – Shopping and Res. Area Černý Most	The Capital City	42 m <sup>2</sup>	900 × 470 cm	16 : 9	1280 × 720 px	39
<b>04</b> Praha 10 – VIVO! Shopping Mall Hostivař	The Capital City	14,7 m <sup>2</sup>	512 × 288 cm	16 : 9	1280 × 720 px	41
<b>05</b> Praha 10 – EUROPARK Shopping Center	The Capital City	41,25 m <sup>2</sup>	750 × 550 cm	atyp	1920 × 1408 px	43
<b>29</b> Praha 3 – SC Atrium Flora	The Capital City	18,4 m <sup>2</sup>	576 × 320 cm	16 : 9	1280 × 720 px	45
<b>32</b> Praha 4 – Pedestrian Corridor Budějovická	The Capital City	3,84 m <sup>2</sup>	210 × 160 cm	16 : 9	1280 × 720 px	47
<b>40</b> Praha 4 – NeuMax – Braník	The Capital City	27,17 m <sup>2</sup>	614 × 410 cm	16 : 9	1280 × 720 px	49
<b>51</b> Praha – Makro Cash&Carry	The Capital City	15 m <sup>2</sup>	500 × 300 cm	16 : 9	960 × 580 px	51

The Capital City – Indoor	Region	Area	Dimension	Aspect Ratio	Resolution	Page
<b>A1</b> SC Westfield Chodov – Design Galery 1	The Capital City	7,2 m <sup>2</sup>	480 × 150 cm		1536 × 480 px	9
<b>A2</b> SC Westfield Chodov – Design Galery 2	The Capital City	9,9 m <sup>2</sup>	660 × 150 cm		2120 × 480 px	11
<b>A3</b> SC Westfield Chodov – Entrance E	The Capital City	23,4 m <sup>2</sup>	600 × 390 cm		1920 × 1248 px	13
<b>A4</b> SC Westfield Chodov – Escalator to Albertu	The Capital City	6,7 m <sup>2</sup>	192 × 352 cm		768 × 1408 px	15
<b>A5</b> SC Westfield Chodov – Douglas	The Capital City	21,8 m <sup>2</sup>	625 × 350 cm		2400 × 1344 px	17
<b>B2</b> Centrum Černý Most – Passage	The Capital City	28,8 m <sup>2</sup>	960 × 300 cm		3072 × 960 px	21
<b>B3</b> Centrum Černý Most – Central Plaza	The Capital City	38,7 m <sup>2</sup>	1152 × 336 cm		3744 × 1092 px	23
<b>B4</b> Centrum Černý Most – Globe	The Capital City	26,1 m <sup>2</sup>	950 × 275 cm		3648 × 1056 px	25
<b>B5</b> Centrum Černý Most – West entrance (C&A)	The Capital City	8,3 m <sup>2</sup>	384 × 216 cm		960 × 540 px	27
<b>B6</b> Centrum Černý Most – West entrance (P&C)	The Capital City	8,3 m <sup>2</sup>	384 × 216 cm		960 × 540 px	29
<b>C1</b> Metropole Zlíchín – Central Plaza	The Capital City	21 m <sup>2</sup>	270 × 780 cm		864 × 2496 px	33
<b>C2</b> Metropole Zlíchín – The Area near Albert	The Capital City	18,4 m <sup>2</sup>	320 × 576 cm		1280 × 2496 px	35

# Technical specifications

<b>Central Bohemian Region</b>	<b>Region</b>	<b>Area</b>	<b>Dimension</b>	<b>Aspect Ratio</b>	<b>Resolution</b>	<b>Page</b>
<b>44</b> Benešov u Prahy – Supermarket Billa	Central Bohemian	11 m <sup>2</sup>	576 × 192 cm	atyp	1152 × 384 px	53
<b>45</b> Votice – Komenského náměstí	Central Bohemian	6,1 m <sup>2</sup>	320 × 192 cm	16:9	640 × 360 px	55
<b>49</b> Příbram – SC Skalka	Central Bohemian	5,8 m <sup>2</sup>	288 x 288 cm	1:1	720 x 720 px	57
<b>Pilsen Region</b>	<b>Region</b>	<b>Area</b>	<b>Dimension</b>	<b>Aspect Ratio</b>	<b>Resolution</b>	<b>Page</b>
<b>06</b> Plzeň – Rychtářka	Pilsen	23 m <sup>2</sup>	512 × 448 cm (2×)	16:9	1280 × 720 px	59
<b>07</b> Plzeň – Sady Pětatřicátníků	Pilsen	25,8 m <sup>2</sup>	672 × 384 cm	16:9	1280 × 720 px	61
<b>28</b> Plzeň – Americká	Pilsen	10,4 m <sup>2</sup>	410 × 256 cm	atyp	1024 × 512 px	63
<b>Karlovarsky Region</b>	<b>Region</b>	<b>Area</b>	<b>Dimension</b>	<b>Aspect Ratio</b>	<b>Resolution</b>	<b>Page</b>
<b>41</b> Karlovy Vary – Třída T. G. Masaryka	Karlovarsky	6,35 m <sup>2</sup>	310 × 205 cm	atyp	768 x 512 px	65
<b>08</b> Karlovy Vary – Plech aréna	Karlovarsky	55,3 m <sup>2</sup>	960 × 576 cm	16:9	1280 × 720 px	67
<b>54</b> Karlovy Vary – Makro Cash&Carry	Karlovarsky	15 m <sup>2</sup>	500 x 300 cm	16:9	960 x 580 px	69
<b>South Bohemian Region</b>	<b>Region</b>	<b>Area</b>	<b>Dimension</b>	<b>Aspect Ratio</b>	<b>Resolution</b>	<b>Page</b>
<b>09</b> České Budějovice – DC Prior	South Bohemian	21 m <sup>2</sup>	600 × 360 cm	16:9	1280 × 720 px	71
<b>26</b> České Budějovice – Exhibition Centre	South Bohemian	44 m <sup>2</sup>	1100 × 400 cm	atyp	880 × 320 px	73
<b>10</b> Tábor – Křížíkovo náměstí	South Bohemian	15,7 m <sup>2</sup>	512 × 307 cm	16:9	1280 × 720 px	75
<b>11</b> Jindřichův Hradec – Masarykovo náměstí	South Bohemian	6,5 m <sup>2</sup>	336 × 192 cm	16:9	1280 × 720 px	77
<b>12</b> Strakonice – Komenského	South Bohemian	6,1 m <sup>2</sup>	320 × 190 cm	16:9	1280 × 720 px	79

# Technical specifications

<b>Ustecky Region</b>		<b>Region</b>	<b>Area</b>	<b>Dimension</b>	<b>Aspect Ratio</b>	<b>Resolution</b>	<b>Page</b>
<b>14</b>	Ústí nad Labem – Mírové náměstí	Ustecky	29,4 m <sup>2</sup>	717 × 410 cm	16 : 9	1280 × 720 px	81
<b>33</b>	Teplice – SC Fontána	Ustecky	18 m <sup>2</sup>	600 × 300 cm	16 : 9	1280 × 720 px	83
<b>Liberecky Region</b>		<b>Region</b>	<b>Area</b>	<b>Dimension</b>	<b>Aspect Ratio</b>	<b>Resolution</b>	<b>Page</b>
<b>15</b>	Liberec – SC Forum	Liberecky	36,7 m <sup>2</sup>	896 × 410 cm	2,22 : 1	1120 × 512 px	85
<b>25</b>	Liberec – SC Gěčko	Liberecky	25,16 m <sup>2</sup>	614,4 × 410 cm	atyp	1536 × 1024 px	87
<b>39</b>	Jablonec nad Nisou – Municipal Ice Stadium	Liberecky	6,14 m <sup>2</sup>	320 × 192 cm	16 : 9	1280 × 720 px	89
<b>Kralovehradecky Region</b>		<b>Region</b>	<b>Area</b>	<b>Dimension</b>	<b>Aspect Ratio</b>	<b>Resolution</b>	<b>Page</b>
<b>20</b>	Hradec Králové – Riegrovo náměstí	Kralovehradecky	29,4 m <sup>2</sup>	717 × 410 cm	16 : 9	1280 × 720 px	131
<b>21</b>	Hradec Králové – Náměstí 28. října	Kralovehradecky	25,1 m <sup>2</sup>	614 × 409 cm	atyp	1536 × 1024 px	133
<b>42</b>	Trutnov – Roundabout	Kralovehradecky	18 m <sup>2</sup>	600 × 300 cm	16 : 9	280 × 144 px	135
<b>Pardubice Region</b>		<b>Region</b>	<b>Area</b>	<b>Dimension</b>	<b>Aspect Ratio</b>	<b>Resolution</b>	<b>Page</b>
<b>34</b>	Pardubice – Enteria Arena	Pardubice	24,5 m <sup>2</sup>	640 × 384 cm	16 : 9	1280 × 720 px	137
<b>Vysocina Region</b>		<b>Region</b>	<b>Area</b>	<b>Dimension</b>	<b>Aspect Ratio</b>	<b>Resolution</b>	<b>Page</b>
<b>22</b>	Jihlava – SC Citypark	Vysocina	9,8 m <sup>2</sup>	384 × 256 cm	16 : 9	1280 × 720 px	139
<b>30</b>	Havlíčkův Brod – Smetanovo náměstí	Vysocina	9,2 m <sup>2</sup>	384 × 240 cm	16 : 9	1280 × 720 px	141
<b>46</b>	Pelhřimov – Nádražní	Vysocina	5,1 m <sup>2</sup>	300 × 170 cm	16 : 9	576 × 320 px	143
<b>58</b>	Třebíč – Komenského náměstí	Vysocina	25,8 m <sup>2</sup>	672 × 384 cm	16 : 9	672 × 384 px	145

# Technical specifications

<b>Olomoucky Region</b>	<b>Region</b>	<b>Area</b>	<b>Dimension</b>	<b>Aspect Ratio</b>	<b>Resolution</b>	<b>Page</b>
<b>16</b> Olomouc – Autobusové nádraží	Olomoucky	22,1 m <sup>2</sup>	576 x 384 cm	atyp	576x384px	91
<b>53</b> Olomouc – Makro Cash&Carry	Olomoucky	15 m <sup>2</sup>	500 x 300 cm	16:9	960 x 580px	93
<b>17</b> Přerov – Nádražní ulice	Olomoucky	15,7 m <sup>2</sup>	512 x 307 cm	atyp	1280 x 768px	95

<b>Moravian-Silesian Region - Outdoor</b>	<b>Region</b>	<b>Area</b>	<b>Dimension</b>	<b>Aspect Ratio</b>	<b>Resolution</b>	<b>Page</b>
<b>18</b> Ostrava – Zábřeh	Moravian-Silesian	29,4 m <sup>2</sup>	717 x 410 cm	16:9	1280 x 720px	107
<b>19</b> Ostrava – Vítkovice	Moravian-Silesian	29,4 m <sup>2</sup>	717 x 410 cm	16:9	1280 x 720px	109
<b>47</b> Ostrava – SC Laso	Moravian-Silesian	16,65 m <sup>2</sup>	576 x 288 cm	16:9	1440 x 720px	111
<b>48</b> Ostrava – SC Karolína GIGA	Moravian-Silesian	53 m <sup>2</sup>	1260 x 420 cm	atyp	2016 x 672px	113
<b>50</b> Ostrava – Makro Cash&Carry	Moravian-Silesian	15 m <sup>2</sup>	500 x 300 cm	16:9	960 x 580px	115
<b>61</b> Ostrava – Centrum	Moravian-Silesian	20,5 m <sup>2</sup>	640 x 320 cm	2:1	640 x 320px	117
<b>62</b> Ostrava – Třebovice	Moravian-Silesian	32 m <sup>2</sup>	800 x 400 cm	2:1	640 x 320px	119
<b>59</b> Havířov - Vehicle inspection station	Moravian-Silesian	16,6 m <sup>2</sup>	578 x 288 cm	atyp	576 x 288px	125
<b>55</b> Bílá – Ski resort Beskydy	Moravian-Silesian	10 m <sup>2</sup>	400 x 250 cm	atyp	992 x 620px	127
<b>56</b> Ostravice – Nádraží	Moravian-Silesian	8 m <sup>2</sup>	400 x 200 cm	2:1	992 x 496px	129

<b>Moravian-Silesian Region - Indoor</b>	<b>Region</b>	<b>Area</b>	<b>Dimension</b>	<b>Aspect Ratio</b>	<b>Resolution</b>	<b>Page</b>
<b>K1</b> SC Nová Karolína – Foodcourt	Moravian-Silesian	47,5 m <sup>2</sup>	1900 x 250 cm	atyp	5 376 x 480px	121
<b>K2</b> SC Nová Karolína – Lift	Moravian-Silesian	9,84 m <sup>2</sup>	820 x 120 cm	atyp	3 096 x 516px	123

# Technical specifications

<b>South-Moravian Region – Outdoor</b>	<b>Region</b>	<b>Area</b>	<b>Dimension</b>	<b>Aspect Ratio</b>	<b>Resolution</b>	<b>Page</b>
<b>37</b> Brno – Mendlovo náměstí*)	South-Moravian	15 m <sup>2</sup>	500 × 300 cm	16 : 9	480 × 288 px	99
<b>38</b> Brno – Dornych	South-Moravian	31 m <sup>2</sup>	951 × 329 cm	atyp	512 × 192 px	101
<b>52</b> Brno – Makro Cash&Carry	South-Moravian	15 m <sup>2</sup>	500 × 300 cm	16 : 9	960 × 580 px	103
<b>57</b> Břeclav – CC Delta *)	South-Moravian	19 m <sup>2</sup>	496 × 288 cm	16 : 9	496 × 288 px	105
<b>South-Moravian Region – Indoor</b>	<b>Region</b>	<b>Area</b>	<b>Dimension</b>	<b>Aspect Ratio</b>	<b>Resolution</b>	<b>Page</b>
<b>36</b> Brno – SC Olympia	South-Moravian	54 m <sup>2</sup>	600 × 300 cm (3×)	16 : 9	1280 × 720 px	97
<b>Zlinsky Region</b>	<b>Region</b>	<b>Area</b>	<b>Dimension</b>	<b>Aspect Ratio</b>	<b>Resolution</b>	<b>Page</b>
<b>23</b> Zlín – Třída Tomáše Bati	Zlinsky	12,6 m <sup>2</sup>	410 × 307 cm	4 : 3	1024 × 768 px	147
<b>60</b> Zlín – SC Zlaté Jablko	Zlinsky	13,7 m <sup>2</sup>	540 × 245 cm	atyp	1088 × 480 px	149
<b>24</b> Uherské Hradiště – Rybárny	Zlinsky	12,9 m <sup>2</sup>	384 × 288 cm	4 : 3	1024 × 768 px	151

\*) AVI (uncompressed, no codec)

# Technical specifications – screen sizes

1024 × 410px

2,5:1

1024 × 768px

4:3

1280 × 720px

16:9

1024 × 460px

2,22:1

listed in the specs

atyp

720 × 720 px

1:1

**Resolution:** Listed in the specs  
**Frame rate:** 25 fps  
**Data volume:** max. 10 MB / 10-second spot  
**Spot format:** Avi, mp4 (video), jpg (graphics)  
**Codec:** standard

# Our references



# Contacts

## Contact Information:

Ledmultimedia, s.r.o.  
U Průhonu 1588/11a  
170 00 Praha 7  
Czech Republic

Company ID (IČ): 28118642  
VAT ID (DIČ): CZ28118642

### Bank details:

CZK – 1387913078/2700  
EUR – 1387913086/2700

GSM: +420 727 874 408  
E-mail: [info@ledmultimedia.cz](mailto:info@ledmultimedia.cz)

**LEDMULTIMEDIA** 





LEDMULTIMEDIA 