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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 27-25, 360 01 Karlovy Vary
Placement: Outdoors, on the building shell
Dimensions: 6,35 m² – 310 × 205 cm
Ratio: 4:3 – 1024 × 768 px
Operation time: 6:00 a.m. – 10:00 p.m. (16 hours)



Birth certificate



Statistics



Screen's potential:

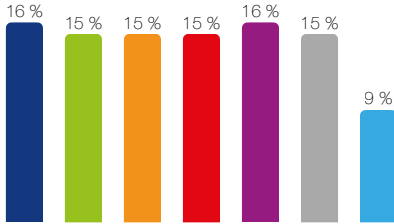
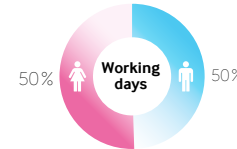
32 450 🚶 Pedestrians (people a day)

896 🚗 Motorists (people a day)

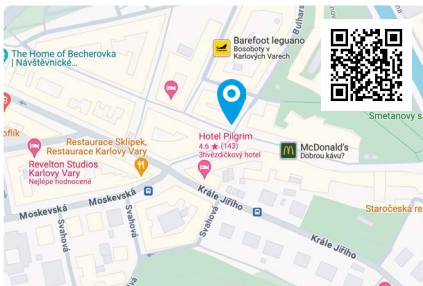
33 346 🕒 **Daily Traffic Count**

Locations: business district / residential area

Positions: city centre / pedestrian zone



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



GPS coordinates: 50.229622 N, 12.870632 E

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.

Coverage:

Roadway: pedestrian zone

Surroundings: restaurants, hotels, banks, residential and office zone

Visibility: over 200 m

