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# 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)



Birth certificate



Statistics

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## Screen's potential:

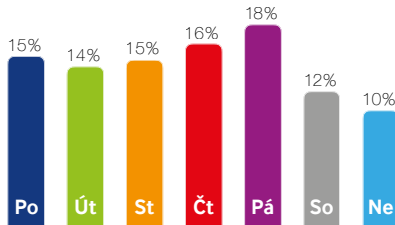
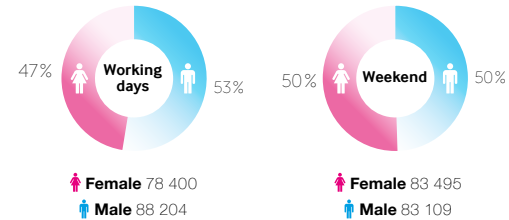
12 200 Pedestrians (people a day)

56 410 Motorists (people a day)

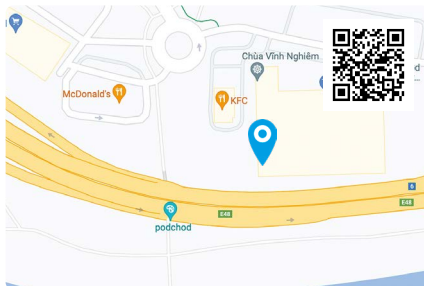
68 610 Daily Traffic Count

**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

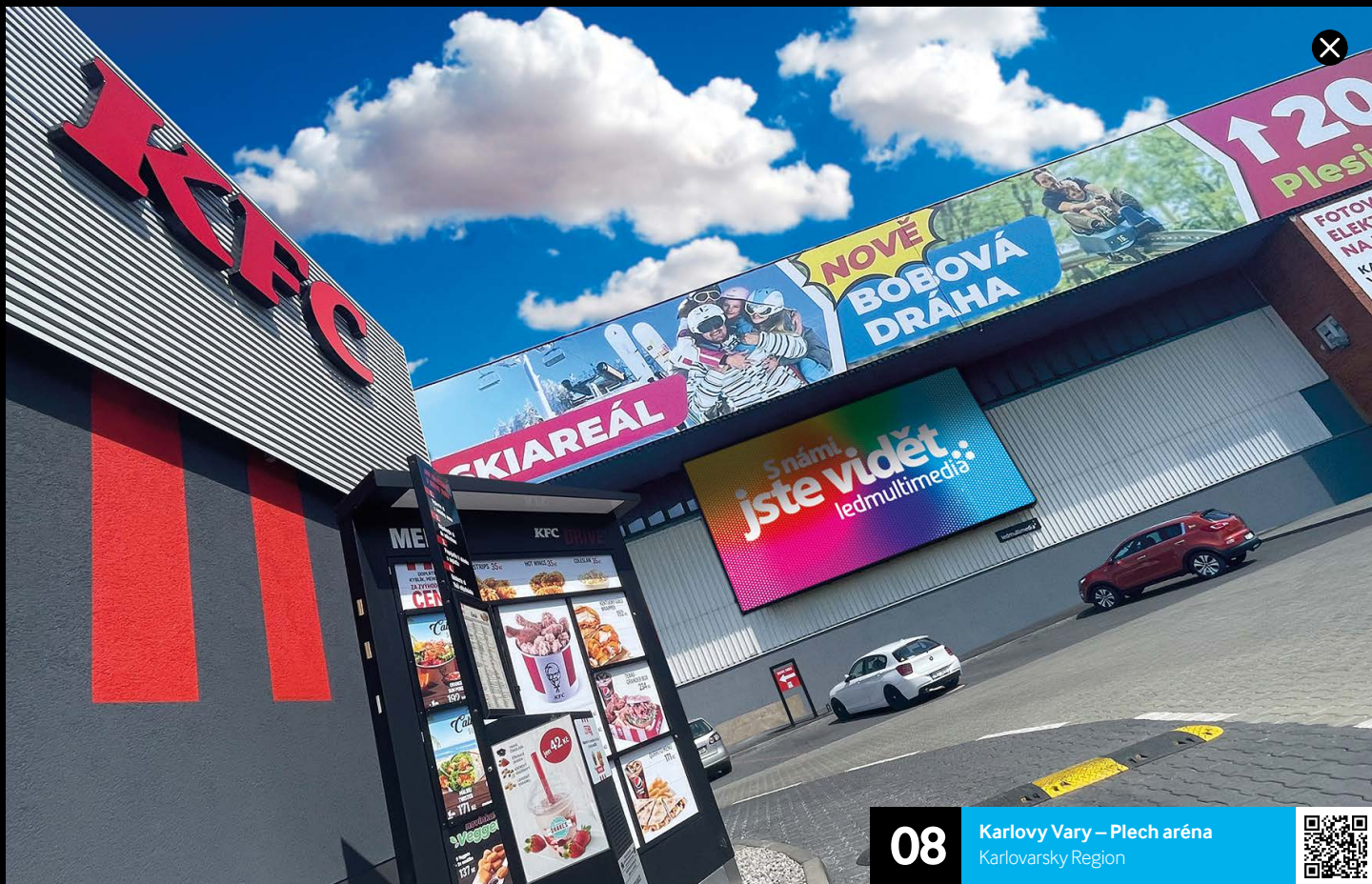




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# Contacts and support

ledmultimedia 



Terms and Conditions



Catalogue LED  
2023



How to prepare data



Technical support



## Our contacts:

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