





# Prague

The Capital City

**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)



Birth certificate



Statistics



## Screen's potential:

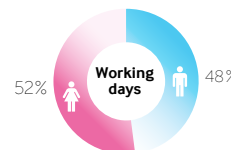
**36 095** 🚶 Pedestrians (people a day)

**31 455** 🚗 Motorists (people a day)

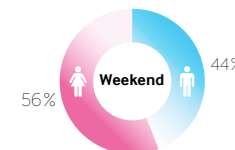
**67 550** 🕒 **Daily Traffic Count**

**Locations:** business district / residential area

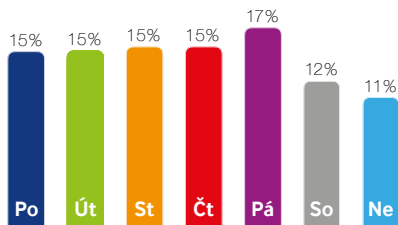
**Positions:** downtown



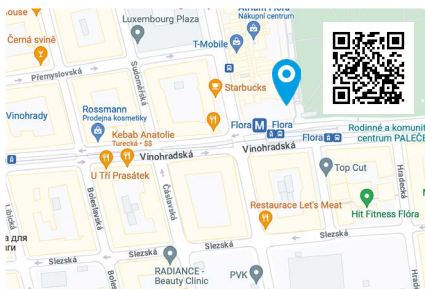
👩 **Female** 291 252  
 👨 **Male** 268 848



👩 **Female** 313 421  
 👨 **Male** 246 679



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 Jičínská. 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







29

Prague – SC Atrium Flora  
The Capital City





29

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# Contacts and support

ledmultimedia 

## Our contacts:

Ledmultimedia, s.r.o.  
Klokotská 744/29  
390 01 Tábor

IČ: 28118642  
DIČ: CZ28118642

## Bank connection:

CZK – 1387913078/2700  
EUR – 1387913086/2700

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



Terms and Conditions



Catalogue LED  
2023



How to prepare data



Technical support



[info@ledmultimedia.cz](mailto:info@ledmultimedia.cz) / [www.ledmultimedia.cz](http://www.ledmultimedia.cz) 