

# Capital city Prague

## Praha 10



**2 100 000**

visitors/month

**Daily reach**



**70 000 vehicles**

**Name of screen:** Štěřboholy prodejna Říha

**Address:** Černokostelecká 128/161, 102 00  
Praha

**Dimension:** 3 x 4 meters

**Resolution:** 256 x 192 px

**Length of spot:** 5s, 10s, 20 s, 30s

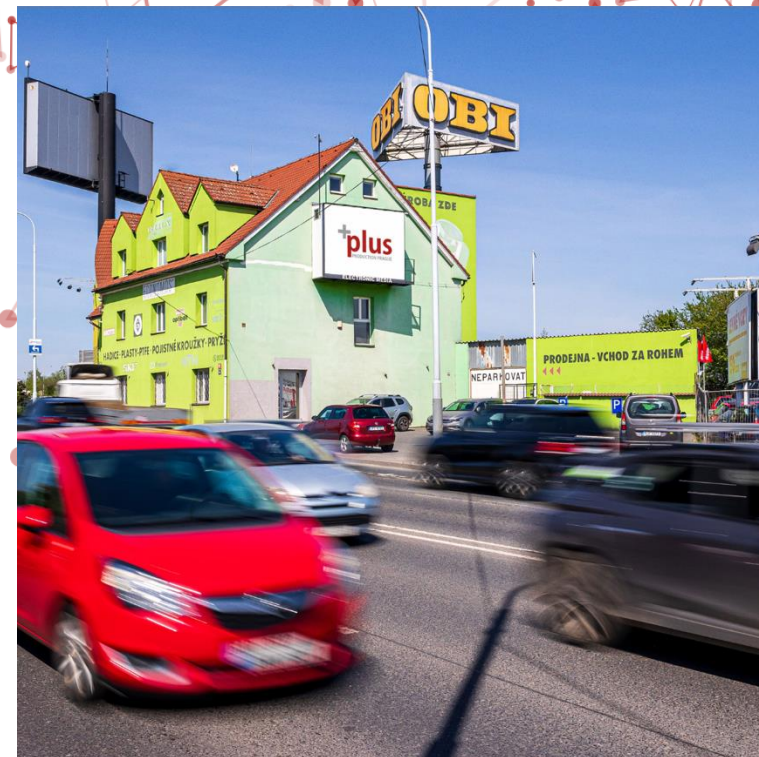
**Frames per second:** 25 fps

**Sound:** no

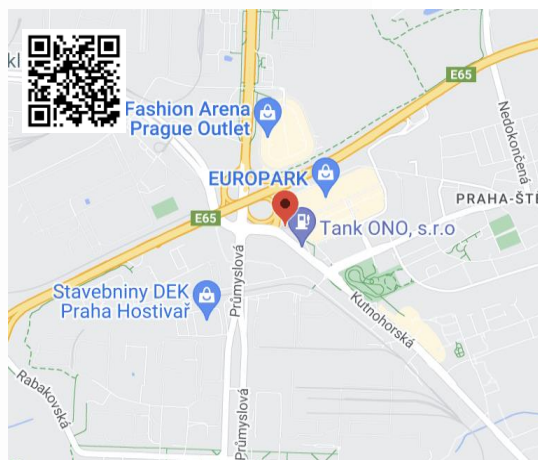
**Operation hours:** 06:00 - 22:00

### Screen Decription:

The screen is placed on the building of the Říha store. It targets drivers coming from Uhříněves towards the city center, Hostivař, and Hloubětín. This screen is adjacent to the Štěřboholy screen, which is visible from other directions. These two screens are strategically placed to reach the maximum number of customers.



**Surroundings:** Public transport, one of the main traffic hubs in Prague



GPS: 50°04'16.1"N 14°32'24.3"E