

Media facades. The options for placing the video are 30 seconds, depending on the proportion of presence.

МЕДИА АНЛИМИТЕД



АГЕНТСТВО
ИНТЕГРИРОВАННЫХ МАРКЕТИНГОВЫХ КОММУНИКАЦИЙ

Region:

Moscow (SVAO)

Address:

Prospekt Mira, 150, Hotel Cosmos

Size, width*height, m	Area, sq.m.	Placement period (days)	Ad duration, sec.	Daily air percentage	Repeats in the block	Duration of ad block, min.	Ad rotations per day (24 hrs)	Ad rotations per placement period	GRP per day, %	GRP per placement period, %	Cost per day with discount without VAT	Cost per impression (30 sec)	OTS, 000	CPT (Cost per 1000 contacts)	Cost with VAT and fee
19.5x45	878	30	30 sec	10%	1	5	288	8640	1,78	53,48	127 458,33p.	557,63p.	7 008,21	687,47p.	4 817 925,00 P
19.5x45	878	30	30 sec	20%	2	5	576	17280	3,57	106,96	254 916,67p.	557,63p.	14 016,41	687,47p.	9 635 850,00 P

Description:

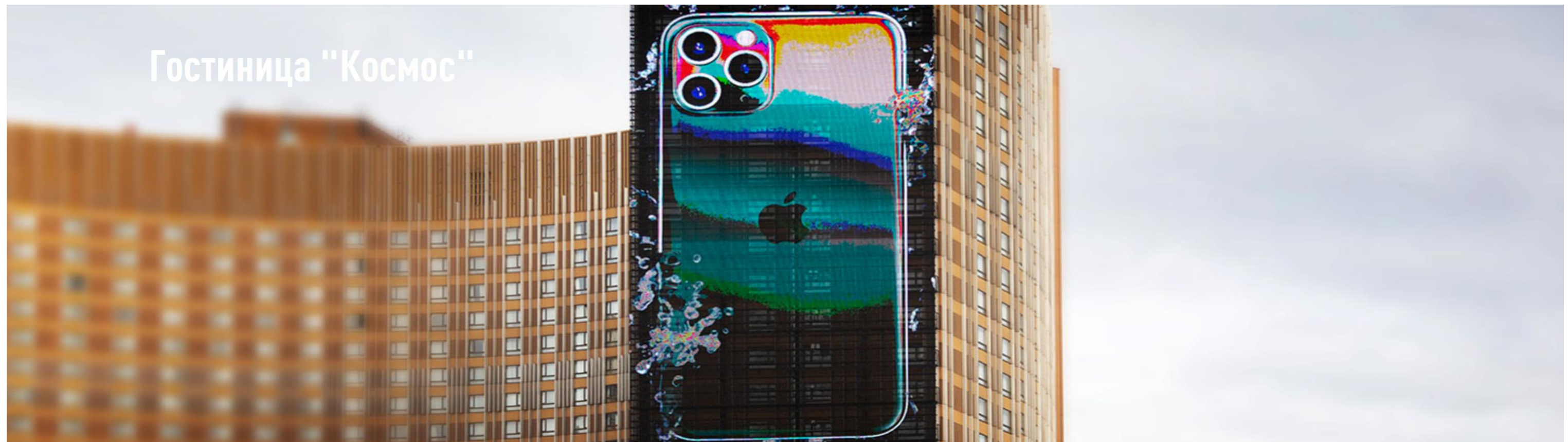
* the cost may vary depending on the season.

* At night, the dynamic video is replaced by a static image.

* GRP surface - 6,53 % per day

Viewing distance - 910 m

Contact time at 40 km/h - 81,9 sec



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