

Media facades. The options for placing the video are 15 seconds, depending on the proportion of presence.

МЕДИА АНЛИМИТЕД

АГЕНТСТВО

ИНТЕГРИРОВАННЫХ МАРКЕТИНГОВЫХ КОММУНИКАЦИЙ

Region:

Moscow (TsAO)

Address:

Novoluzhnetsky passage, 13

Size, width*height, m	Area, sq.m.	Active hours	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
249x16,5	4109	24 hour	30	15 sec	2,5%	0,5	5	144	4320	1,49	44,80	483 000,00р.	4 226,25р.	5 870,80	3 109,86р.	18 257 400,00 Р
249x16,5	4109	24 hour	30	15 sec	5%	1	5	288	8640	2,99	89,60	966 000,00р.	4 226,25р.	11 741,60	3 109,86р.	36 514 800,00 Р
249x16,5	4109	24 hour	30	15 sec	10%	2	5	576	17280	5,97	179,20	1 932 000,00р.	4 226,25р.	23 483,21	3 109,86р.	73 029 600,00 Р

Description:

\* the cost may vary depending on the season.

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

\* GRP surface - 6,31 % per day

Viewing distance - 1600 m

Contact time at 40 km/h - 142 sec

Video clips are shown during the daytime from 07:00 to 20:00, and a static image is shown at night.



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