

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

Region:

Moscow (TsAO)

Address:

Testovskaya str., 8, 10, business center "Severnaya Tower" (The North side)

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
48*19,5	936	30	30 sec	10%	1	5	576	17280	1,19	35,85	184 000,00р.	402,50р.	4 697,45	1 480,63р.	6 955 200,00 Р
48*19,5	936	30	30 sec	20%	2	5	1152	34560	2,39	71,69	368 000,00р.	402,50р.	9 394,91	1 480,63р.	13 910 400,00 Р

Description:

* the cost may vary depending on the season.

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

* GRP surface - 5,69 % per day

Viewing distance - 700 m

Contact time at 20 km/h - 63 sec

