

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 (SAO)

Address:

Volokolamskoe highway, 2

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
48,5 x 79,2	3841	24 hour	30	30 sec	2,5%	0,5	5	144	4320	1,53	45,90	154 171,88р.	1 349,00р.	6 014,82	968,89р.	5 827 696,88 Р
48,5 x 79,2	3841	24 hour	30	30 sec	5%	1	5	288	8640	3,06	91,80	308 343,75р.	1 349,00р.	12 029,63	968,89р.	11 655 393,75 Р
48,5 x 79,2	3841	24 hour	30	30 sec	10%	2	5	576	17280	6,12	183,60	616 687,50р.	1 349,00р.	24 059,27	968,89р.	23 310 787,50 Р

Description:

* the cost may vary depending on the season.

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

* GRP surface - 5,10 % per day

Viewing distance - 2000 m

Contact time at 40 km/h - 180 sec

Video clips are shown during the daytime from 07:30 to 22:00, and a static image is shown at night.



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