

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

Region:
Moscow (TsAO)
Address:
Bolshaya Yakimanka, 21

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
33x14	462	24 hours	30	30 sec	10%	1	5	270	8100	2,30	69,12	157 573,00p.	735,34p.	9 057,61	657,60p.	5 956 259,40 P
33x14	462	24 hours	30	30 sec	20%	2	5	540	16200	4,61	138,24	315 146,00p.	735,34p.	18 115,21	657,60p.	11 912 518,80 P

Notes:
 * the cost may vary depending on the season.
 * At night, the dynamic video is replaced by a static image.
 * GRP surface - 4,80 % per day
 Viewing distance - 800 m
 Contact time at 20 km/h - 144 sec
 Video clips are shown during the daytime from 07:00 to 21:00, and a static image is shown at night.

