

# OOSTENDE WINTER IN HET PARK

4 SCREENS 2M<sup>2</sup>, HIGH BRIGHTNESS LED TECHNOLOGY



## CAMPAIGN DESCRIPTION

38 days from Friday 1/12/2017 to Sunday 7/01/2018.

4 HD LED screens of 2 m<sup>2</sup> (portrait), from 6.00AM until 1.00AM, 19 hours per day.

Loop duration 180 seconds.

30% information - 70% advertising.

Audience : 1 million people

Example of total broadcasts on the 4 screens of a 15 seconds spot during all the event:

1 X 15 seconds = 57.760 broadcasts

2 X 7,5 seconds = 115.520 broadcasts

3 X 5 seconds = 173.280 broadcasts

## MEDIA COST

10 seconds: €3,500

15 seconds: €5,250

20 seconds: €7,000

30 seconds: €10,500

Material: definition 256 X 384 pixels (basis x height).

Format: JPEG, MP4.

Deadline material: 28/11/2017.

Contact us for a tailor made quote.

