

GENTSE WINTER- FEESTEN

medialed
▶ communicate on LED displays

8 SCREENS 6M², HIGH BRIGHTNESS LED TECHNOLOGY



CAMPAIGN DESCRIPTION

31 days from Friday 8/12/2017 to Sunday 07/01/2018.

8 HD LED screens of 2 m2 (portrait), from 6.00AM until 1.00AM, 19 hours per day.

Loop duration 180 seconds.

30% information - 70% advertising.

Audience : 2 million people

Example of total broadcasts on the 8 screens of a 15 seconds spot during all the event:

1 X 15 seconds = 94.240 broadcasts

2 X 7,5 seconds = 188.480 broadcasts

3 X 5 seconds = 282.720 broadcasts

MEDIA COST

10 seconds: €12,500

15 seconds: €18,750

20 seconds: €25,000

30 seconds: €37,500

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

Format: JPEG, MP4.

Deadline material: 04/12/2017.

Contact us for a tailor made quote.

Sectoral exclusivity: Banks/Beer/Interim



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