

# PLAISIRS D'HIVER

## 7 SCREENS 6M<sup>2</sup>, HIGH BRIGHTNESS LED TECHNOLOGY

- N°1 Central Station.
- N°2 At the exit of the Grand Place – behind the Beurs, next to the St-Nicholas church.
- N°3 Anspachlaan – In front of Mariott Hotel.
- N°4 At the junction Sint-Katelijnestraat – Zwarte Lievevrouwstraat (Parking 58).
- N°5 Quai aux Briques (Saint-Catherine church).
- N°6 Anspachlaan – In front of the metrostation De Brouckère – Bisschopstraat.
- N°7 Place de la Monnaie - Muntplein.

## CAMPAIGN DESCRIPTION

38 days from Friday 24/11/2017 until Sunday 31/12/2017.

7 HD LED screens of 6m<sup>2</sup> (16/9 landscape), from 6.00AM until 1.00AM, 19 hours per day.

Loop duration 180 seconds.

90 seconds information – 90 seconds advertising.

Audience: 2.5 million people

Example of total broadcasts on the 7 screens of a 15 seconds spot during all the event:

1 X 15 seconds = 101.080 broadcasts

2 X 7,5 seconds = 202.160 broadcasts

3 X 5 seconds = 303.240 broadcasts

## MEDIA COST

10 seconds: €12,500

15 seconds: €18,750

20 seconds: €25,000

30 seconds: €37,500

**Material:** definition 512 X 288 pixels (basis x height).

**Format:** JPEG, MP4.

**Deadline handover material:** 20/11/2017.

Contact us for a tailor made quote.

