



ADVERTISEMENT
WHERE IT
SHOULD BE

D Y N A M I X[®]
MEDIA

Shopping centres in the Czech Republic became a phenomenon at the turn of the millennium. Nowadays they have become cores of social happening, attracting each day millions of people looking to have fun, find company – and, of course, shop.

This environment offers the ideal opportunity for communication with the difficult-to-approach target group of people with above-average incomes. Here you can catch them at a time when they are relaxed, in a positive mood and better prepared to receive commercial and other messages.

Welcome to **Dynamix Media**, a network which has used this irreplaceable social role of shopping centres to prepare for you a singular commercial product through careful selection of exclusive localities and technology, available in all biggest shopping centres: Palladium, Nový Smíchov, Olympia Brno, OC Chodov, Centrum Černý Most, Arkády Pankrác, Metropole Zličín, Atrium Flóra, OC Letňany, Forum Karolina Ostrava and others...



digiCLV – digital CityLightVitrine

- The Most Successful Shopping Centres 
- Exclusive Medium in Attractive Locations 
- Millions of Visitors Monthly 
- Exclusive 75" Full HD 
- Eye Level Advertisement 
- Carefully Selected Locations 
- Movement and Repetition in the Highest Resolution 
- Broadcasting Flexibility 
- Effective Targeting of Visitors with Higher Incomes 
- Unmissable (but Unintrusive) Advertisement 

digiCLV – digital CityLightVitrine

21st century's Citylight with LCD screen of 75"(190 cm) diagonal length and Full HD 1980 x 1080 pixel resolution placed on an elegant, glass stand of timeless design which will accent the prestige of your campaigns.

Offering the possibility of displaying static visuals as well as dynamic spots.
A total amount of six spots is always displayed, each for the duration of 6 seconds.

Price: 1 month 21.500 CZK / pc, 14 days 12.900 CZK / pc.

The only network of digital CLV in the Czech Republic, 91 pieces in Prague and Brno.



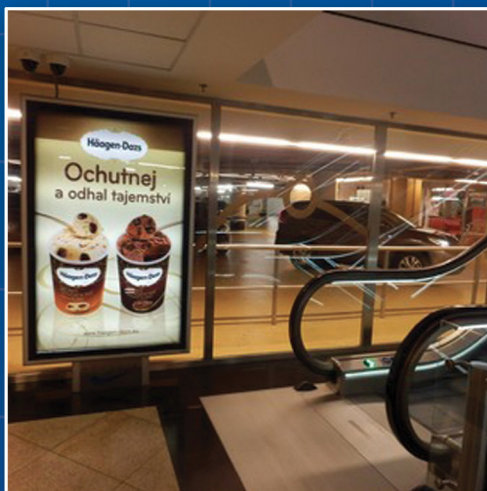
CLV – CityLightVitrine

Widespread static advertising panels with backlighting will catch your attention in parking lots and entrance vestibules of top shopping centres.

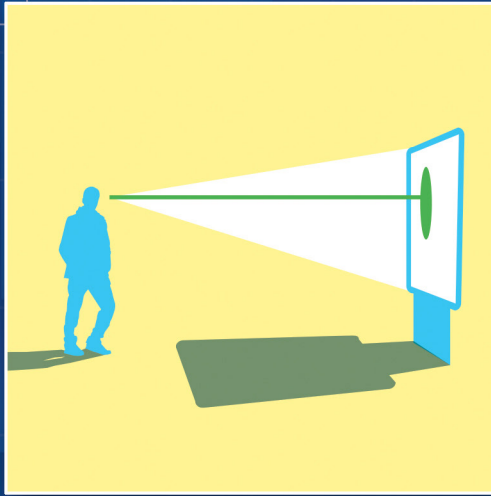
Standard CLV format, the Classic piece of the outdoor advertising market, which due to its placement makes a great visual impression.

Price: 1 month 11.500 CZK / pc, 14 days 6.900 CZK / pc.

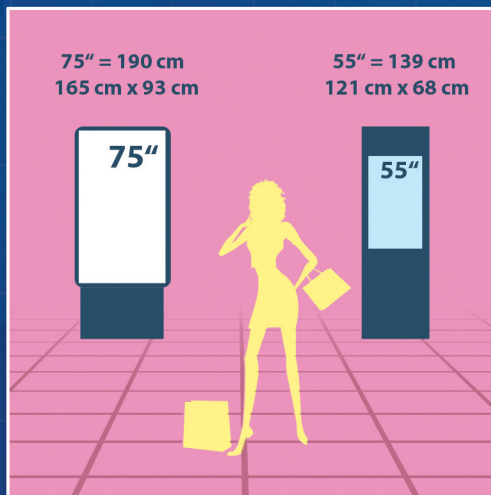
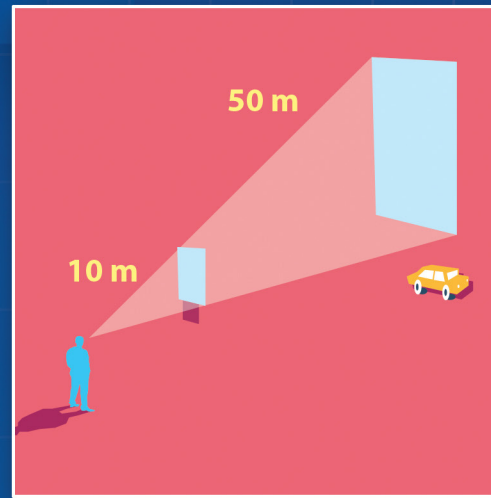
You can choose from 120 pieces in Prague.



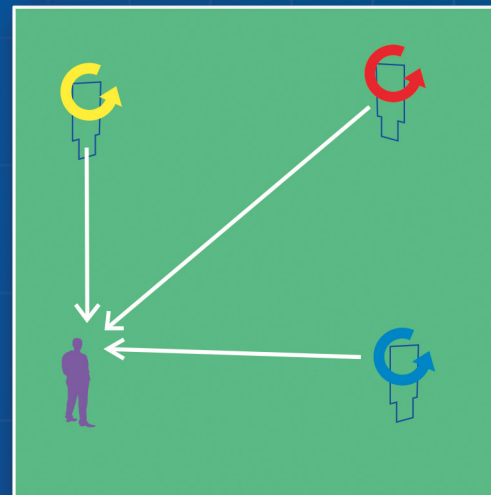
Eye Level – The Advertisement is always placed at optimal eye level, perpendicular to the walking direction of shopping centre's visitors.



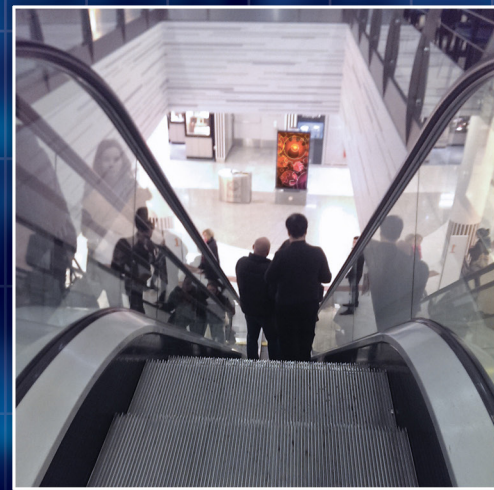
Field of Vision – digiCLV in interior spaces takes up an equal amount of visitor's field of vision as a larger format outdoors.



Big and Bright – Full HD 75" display with incomparably better visible screen than common advertisement totems.



Difference and Repetition – Constant repetition of dynamic visual on strategic places in the shopping area.





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