

Tallinn 50 Flex is well suited to advertisers, whose message is topical for a longer period of time, and high frequency and coverage is important for the success of the campaign. The advantage of this package compared to a regular 50-location campaign is a 25% lower price. This is achieved by more flexible planning: during a four-week period determined by the client, JCDecaux will choose one specific week when the client's advertisements are displayed in 50 locations in the Eurosize format. The geographic distribution of the campaign will be divided between the city centre (1/3) and other districts of Tallinn. The Eurosize format of the campaign is directed a very broad population, including groups that move by different means – pedestrians, users of public transportation and those travelling by car.



Additional information:

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1
week

TIME PERIOD



50

FACES



81%

REACH



9

FREQUENCY



2.3M

CONTACTS