

Tallinn 8 is the most economical way to include billboards (18m2) in a campaign. Large posters are very visible in the city and provide an opportunity to present your product or service effectively. Billboards, which have great coverage but low frequency, are suitable primarily for classical image advertising, when entering the market or reminding the consumers of your brand. The package is also effective for campaigns seeking to reach target groups that travel by car (e.g. men, wealthier groups, ethnic Estonians), in which a great frequency of message is not necessary. JCDecaux will choose eight locations in Tallinn from among 150 billboards that will guarantee coverage of 75% of Tallinn residents and ensure 2.2 million repeated contacts (based on Outdoor Impact research).



Additional information:

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3
weeks

TIME PERIOD



8

FACES



75%

REACH



9

FREQUENCY



2.17M

CONTACTS