

This is a classical media package, which will reach the majority of Tallinn residents with great frequency. The outdoor media research data from Outdoor Impact shows that, by the end of this campaign, 70% of Tallinn residents have seen it seven or more times. This package is suitable for advertisers that use outdoor advertising as an independent media. The package is characterised by rapid coverage – 60% of the target group will have seen the advertising by the end of the first day. To cover as broad a target group as possible, the posters are installed in both bus shelters and citylights, in the city centre, residential areas, and along the city’s main roads. For a national campaign, additional faces are added in Narva (8), Tartu (20), Pärnu (12), Rakvere and Viljandi (6 each). In this case, the campaign will reach approximately half of the Estonian population. [The sample campaign](#) includes 70 locations in Tallinn.



### Additional information:

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2  
weeks

TIME PERIOD



70

FACES



93%

REACH



22

FREQUENCY



6.46M

CONTACTS