

The Quarter Package is suitable for those who wish to remind the consumers of their brand from time to time, for example, between seasonal campaigns or if the campaign is focused on other media. The billboards are popular, because the large 18m2 posters stand out in the city and provide an opportunity to present your product or service effectively. JCDecaux will choose two poster locations in Tallinn from among 150 billboards, and guarantee that the poster will thereafter appear in at least six different locations during the campaign. The posters will be displayed during a 10- to 12-week period until they garner 2.18 million contacts (based on Outdoor Impact research). During this period, approximately 70% of Tallinn's residents will see the poster at least once.



Additional information:

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AT LEAST
6

DIFFERENT LOCATIONS



10-12
weeks

TIME PERIOD



2

FACES



77%

REACH



2.18M

CONTACTS