

Tallinn 100 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 100-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 100 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:

JCDecaux Estonia  
[www.jcdecaux.ee](http://www.jcdecaux.ee)  
[info@jcdecaux.ee](mailto:info@jcdecaux.ee) | +372 630 99 40



1  
week

TIME PERIOD



100

FACES



88%

REACH



18

FREQUENCY



4.7M

CONTACTS