



Description:

A full national coverage with a specific digital pressure on Brussels conurbations : * 9000 classical Insert frames (with 1500 Metro frames in 67 stations) * 50 digital screens in Brussels

JCD Insert Full Monty

€142.031/ 7 days*

*Exclusive technical cost, production and taxes

9060 screens

[Maps & detailed info](#)



CIM OOH study TG18-54

Contractor JCDecaux

VAR (%)

Taxes €18.462 VAF 9
 Technical VRP 664
 Costs

Network Composition

Lightened

JCD Full Monty Metro Frames

Environment Public Transport
 Subenvironment Metro Stations
 Lightened < 20%
 Startday Flexible
 Campaign
 Placement 24h



JCD Full Monty Frames

Environment Roadside
 Subenvironment
 Lightened < 20%
 Startday Flexible
 Campaign
 Placement 24h



JCD Full Monty Digital

Environment Roadside
 Subenvironment
 Share of time: 10
 Screen Active 5:00 AM - 1:00 AM

Technical Information

| | | | |
|-----------|----------|----------------|-------------|
| Size H | 0,8 | Size L | 0,6 |
| Orientati | Vertical | Number of | |
| | | Panels | 1500 |
| Size H | 0,8 | Size L | 0,6 |
| Orientati | Vertical | Number of | |
| | | Panels | 7500 |
| Size H | 1,66 | Size L | 0,93 |
| Aspect | | Resolution HxL | 1920 × 1080 |
| Ratio | 16:9 | pixels | |