



PUBLIC360 is a one-year flexible contract for the use of the digital screens of PublicTV in public transport. There is no obligation to constantly show your message: you can use your allocated airtime flexibly as per your need and the best price is guaranteed with the contract!

Some examples of using the PublicTV airtime:

• SEASONAL CAMPAIGNS:

I.e. 4 times as per the seasons



4 campaign



~248 000 individual commuters



774 000 reps (7,5 m contacts)

• BRAND PROMOTION OR SALES PROMOTION CAMPAIGNS:

I.e. 8 times per year as per need



8 campaigns



~385 000 individual commuters



963 200 reps (9,4 m contacts)

• CONSTANTLY ON AIR:

I.e. 12 months a year, keeping your brand in the minds



12 months/ campaigns



~475 000 individual commuters



1,161 m reps (11,4 m contacts)

Public360 is the least cost-effective way of using out of home media in your marketing communication.

- Yearly contract guarantees the top discount for the flexibly usable airtime.
- Commence campaigns according to your media plan!
- Public size for your messages during 12 months: 475 000 Estonians + possible tourists.
- Ensured by 1,2 million repetitions on air.
- Altogether at least 11,5 million contacts.

2-4 campaign solution suits for you if you have 2-4 clear selling seasons; i.e. 4 seasons or large spring and autumn sales. (Yard products, SPA-d, soda, ice-cream, vacation sites etc)

6-8 campaign solution suits for being top of mind, almost constantly visible, however if you have some periods where no promotion is necessary. (Graduations, consumer goods, concert organizers etc)

10-12 campaign suits you, if you need to popularize your brand or product in order to stand out from the competition just by being in the picture constantly. Can be used for enstrengthening the image. (Taxi, e-commerce, financial services etc)

Public360 – Most flexible and inexpensive solution for your marketing communication needs in OOH media:

- Sales promotion on demand
- Seasonal campaigns
- Job advertisement and employer branding
- Daily offers
- Brand promotion