



**PUBLIC180** is the 6 month 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. 2 times as per the seasons



2 campaign



~124 000 individual commuters



384 000 reps (3,76 m contacts)

#### • BRAND PROMOTION OR SALES PROMOTION CAMPAIGNS:

I.e. 4 times per year as per need



4 campaigns



~190 000 individual commuters



481 600 reps (4,7 m contacts)

#### • CONSTANTLY ON AIR:

I.e. 6 months a year, keeping your brand in the minds



6 months/ campaigns



~280 000 individual commuters



541 800 reps (5,3 m contacts)

**Public180** is the least cost-effective way of using out of home media in your marketing communication.

- 6 month contract guarantees the top discount for the flexibly usable airtime.
- Commence campaigns according to your media plan!
- Public size for your messages during 6 months: 280 000 Estonians + possible tourists.
- Ensured by 0,55 million repetitions on air.
- Altogether at least 5,3 million contacts.

**2 campaign** solution suits for you if you have a clear selling season during 6 months; i.e. 4 seasons or large winter and spring sales. (Yard products, SPA-d, soda, ice-cream, vacation sites etc)

**4 campaign** solution suits for being top of mind, almost constantly visible, however if you have some periods where no promotion is necessary. (winter or summer goods, concert organizers etc)

**6 campaign** solution 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)

**Public180** – 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