

Panoramic Billboards



107 km* van hier
tot aan de bron

BRU

For School Drink School!

Clear Channel
Khalil



Panoramic Billboards Advertising

These big and high quality, mostly backlit billboards are called the primetime of outdoor advertising. Clear Channel and Belgian Posters commercialize 16 m² and 38 m² panels. JCDecaux commercializes 21 and 38 m² panels under the product name Prestige. 38 m², 36 m² and 21 m² are exclusively present on key locations in Brussels, Antwerp, Ghent, Charleroi and Liège, offering high impact and are ideal to boost the brand awareness. The sales houses

recently innovated in backlit lighting to increase the qualitative aspect and create impact. The combination of these different formats achieves two goals: impact and coverage. Some digital screens are also added in those networks. Clear Channel includes the i-conic screens (4 big screens in Brussels) in all the selections and Belgian Posters offers Digital Landscape screens in Railway stations of Antwerp and Brussels.

JCDecaux Panoramic Billboards



130 panoramic panels in the 5 Main centres, all backlit. They are all located at high traffic roads, ideal for image building and high impact. Possibility to extend with other sizes to generate

more than 70% coverage (Prestige Mix, TG 18–54). Campaigns start on Monday in odd weeks and last for 2 weeks.

	<i>Prestige</i>	<i>Prestige Mix</i>
<i>Implantation</i>	5 Main Centers*	National
<i>Format</i>	38 m ² , 21 m ²	38 m ² , 21 m ² , 20 m ² , 8 m ²
<i>Duration</i>	2 weeks	2 weeks
<i>Billboards</i>	130	630
<i>Net Media Cost Index 100 (€)</i>	250 500	525 800
<i>Taxes (€)</i>	32 279	67 124

*5 Main Centers: Brussels, Antwerp, Ghent, Charleroi, Liège

Clear Channel Panoramic Billboards More O’Ferrall

36 m² qualitative, high impact panoramic billboards in the 5 main cities (MOF 80, 100 and Trivision), ideal for image building and 16 m² in 48 urban centers (MOF 600) to generate more coverage and awareness. All the panels are illuminated.

Each network (except MOF Trivision) includes the 4 i-conic screens. A MOF 600 Campaign (36 m² and 16 m²) generates more than 45 million contacts (TG 18–54 year) in 2 weeks. Campaigns start on Monday in the even weeks.



	MOF 80	MOF 100	MOF 600	MOF Trivision
Implantation	5 Main Centers	5 Main Centers	National	5 Main Centers
Format	36 m ² , i-conic	36 m ² , i-conic	36 m ² , 16 m ² , i-conic	36 m ²
Duration	2 weeks	2 weeks	2 weeks	2 weeks
Billboards	80	100	600	26
Gross Media Cost (€)	243 985	290 230	550 760	93.080
Taxes (€)	21 138	26 358	67 339	6 786



Specials in 2D or 3D can be added on strategic locations to increase impact.

*5 Main Centers: Brussels, Antwerp, Ghent, Charleroi, Liège

Clear Channel i-conic

i-conics are big digital screens in Brussels at high traffic roads. They add more than 600 000 contacts during a 2-week campaign on top of the paper panels in the MOF-networks.



i-conic Brouckère



i-conic Van Praet



i-conic Delta



i-conic Charles-Quint

	<i>i-conic De Brouckère</i>	<i>i-conic Van Praet</i>	<i>i-conic Delta</i>	<i>i-conic Charles-Quint</i>
<i>Format</i>	132 m ²	87 m ²	35 m ²	7 m ²
<i>Screen functioning</i>	from 06:00 to 02:00	from 06:00 to 02:00	from 06:00 to 00:00	from 06:00 to 02:00
<i>Share Of Time</i>	20%	20%	12.25%	20%
<i>Gross Media Cost (€) 7 days</i>	9 102	15 020	8 280	10 815
<i>Gross Media Cost (€) 28 days</i>	18 025	30 041	16 560	21 629
<i>Taxes (€) 7 days</i>	382	249	683	46
<i>Taxes (€) 28 days</i>	1 527	995	2 732	183

Belgian Posters Panoramic



Panoramic 230 is a combination of 36 m² and 16 m² and 4 digital Landscapes in train stations with 10% SOT in Antwerp-Central (2), Brussels-Central (1) and Brussels-North (1).



The 230 illuminated panels are spread nationally. To optimize the coverage and frequency, it is recommended to add another network.

	Panoramic 230	Elite 800	Elite 600
Implantation	48 Urban cities	National	48 Urban cities
Format	36 m ² , 16 m ² , DL	36 m ² , 20 m ² , 16 m ² , 8 m ² , DL, LED	36 m ² , 20 m ² , 16 m ² , 8 m ² , DL, LED
Duration	2 weeks	2 weeks	2 weeks
Billboards	230	800	600
Gross Media Cost (€)	320 000	655 000	570 000
Taxes (€)	32 700	68 500	59 000

Large-format Wrappings Inspirations



Megaposters on buildings in renovation in urbanised communities, mainly in the Main Centers (Antwerp, Brussels, Charleroi, Ghent and Liège) and at the Coast. Other locations on demand. Campaign duration from 14 days to 1 month. Availability and budget depending on period, m², traffic.

Additional 3D-creations possible to increase creativity and impact.

