

# LED screens

in ski resorts



2018/19 season



KUPUJTE SMS NA NR 4777

1	LADY GAGA	smc ZAK 1
2	RIHANNA	smc ZAK 2
3	EWA FARNA	smc ZAK 3
4	GEORGE MICHAEL	smc ZAK 4
5	GUMI	smc ZAK 5

**Zieleniec**  
DUSZNIKI-ZDRÓJ

**Czarna Góra**  
STRONIE ŚLĄSKIE

**Witów-Ski**  
WITÓW

**Kotelnica Białczańska**  
BIAŁKA TATRZAŃSKA

**Jaworzyna Krynicka**  
KRYNICA-ZDRÓJ

**Nosal**  
ZAKOPANE

**Polana Szymoszkowa**  
ZAKOPANE

---

## Interactivity and efficiency

- Seven LED screens at the most popular winter resorts
- Top locations by the largest ski stations
- Broad opportunities for advertising: global targets, personalised campaigns



**4 million**  
people in Poland  
engage in winter sport  
activities\*

\*acc. to the Public Opinion  
Research Center



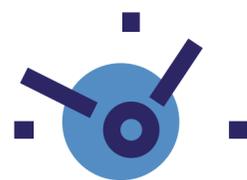
**90%**  
of survey respondents can  
spontaneously provide the  
name of the brands  
advertised\*

\*acc. to POS Media Poland



**70%**  
of survey respondents  
appreciate advertising  
on LED screens  
in ski resorts\*

\*acc. to POS Media Poland



**15 - 45**  
People spend 15 to 45 minutes  
queueing at ski lifts.  
In this time, we can show  
6 to 20 commercials



**70 000**  
people an hour\*  
That's the declared  
ski lift capacity

\*according to ski resorts



**60%**  
of the survey respondents  
go skiing in Poland\*

\*acc. to the Polish Ski Association

A large, red billboard with a blue border is the central focus. It features two Rossignol skis on the left side. The main text on the billboard reads "RACING, MANY TO WE KRWI HERO" in white, bold, sans-serif font. Below this, the word "ROSSIGNOL" is written in a smaller white font. At the bottom of the billboard, the "citySCREEN" logo is visible. The billboard is mounted on a structure, and the background shows a snowy ski slope with a chairlift and other skiers.

RACING,  
MANY TO  
WE KRWI  
HERO

ROSSIGNOL

citySCREEN





—  
**Zieleniec**

Zieleniec is located in the Eagle Mountains, at approx. 950 m a.s.l. What sets it apart from other resorts is its unique microclimate, similar to that in the Alps. With its north-facing slope and heavy snowfalls, the resort is covered by snow for close to 150 days.





---

## Czarna Góra

Czarna Góra is a ski station located in the Śnieżnik Mountains. It is one of the top Polish winter resorts, thanks to its well-planned pistes and lifts, and the highly developed snowmaking system.



---

## Witów-Ski

Witów is the perfect resort for making the most of the winter frenzy, with the Western Tatras as its scenery. The pistes are adequate both for beginners and those who are well-versed in skiing, as well as for snowboarders.



## Polana Szymoszkowa

Polana Szymoszkowa constantly attracts winter sport lovers with its impressive scenery. The panorama of the Tatras with Giewont in the foreground really takes your breath away. The geothermal pool at the foot of the mountain is an additional attraction.



## Nosal

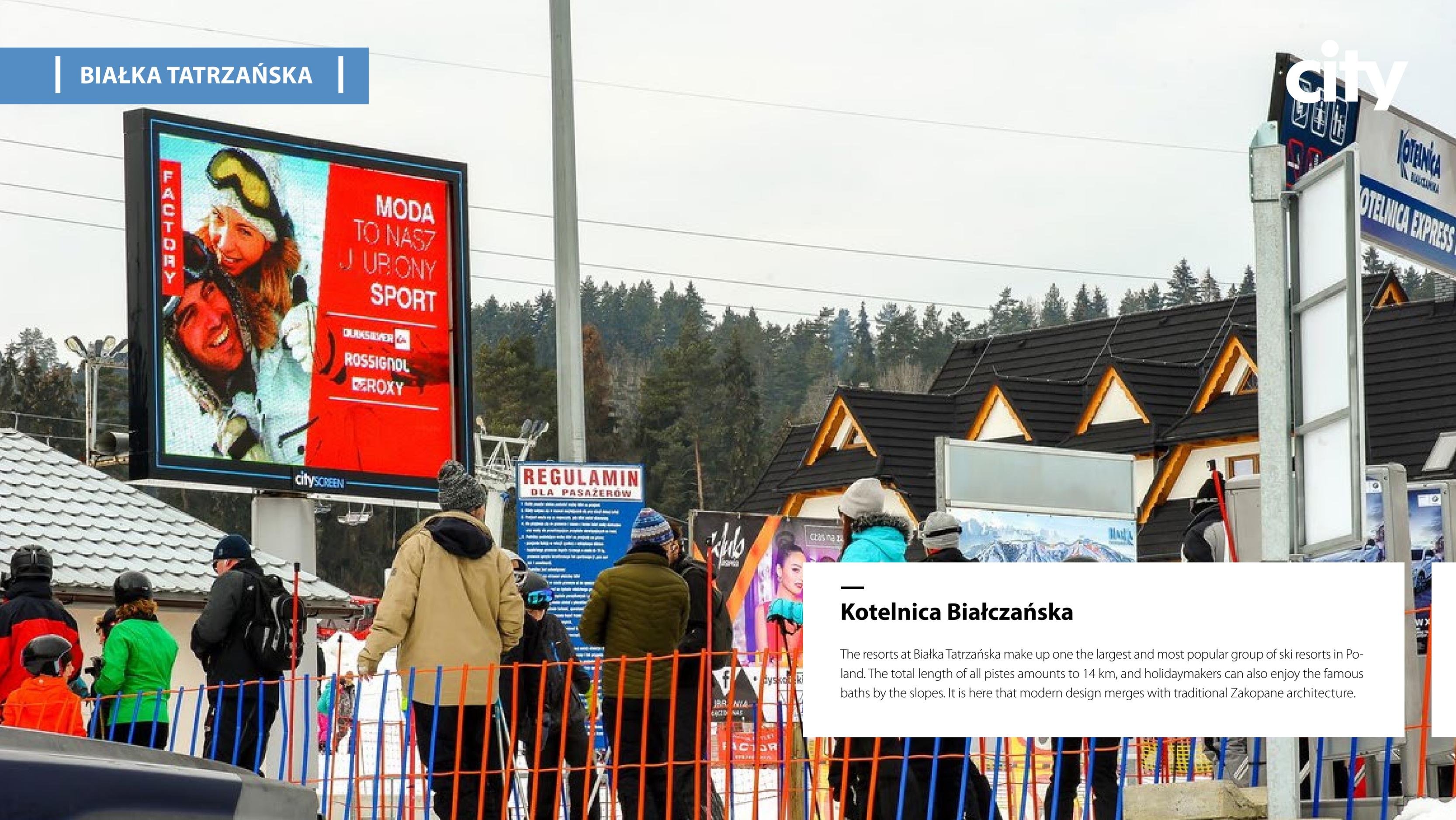
Nosal is a summit located in the Tatra National Park. Skiers and snowboarders coming here can enjoy a 4-hectare slope. The amazing scenery and the presence of the Tatras make it a place where nature is right at your fingertips.

FACTORY  
MODA TO NASZ JUBONNY SPORT  
DUNASIVER  
ROSSIGNOL  
EROXY  
citySCREEN

REGULAMIN  
DLA PASAŻERÓW

## Kotelnica Białczańska

The resorts at Białka Tatrzańska make up one of the largest and most popular groups of ski resorts in Poland. The total length of all pistes amounts to 14 km, and holidaymakers can also enjoy the famous baths by the slopes. It is here that modern design merges with traditional Zakopane architecture.





**TRASA nr IIA** CIĘŻAROWA  
4 os. 1000 kg przemieszczona szybko od 8.00 do 18.00

Skądś tam się  
**WJEŻDZAMY!**

## Jaworzyna Krynicka

From the top of Jaworzyna Krynicka, you can enjoy the view in all directions of the compass. There is a mountain refuge below the summit. Thanks to polar-maritime air masses which eliminate noxious substances, Jaworzyna enjoys a climate with oxygen-rich air.

STACJA NARCIARSKA „WITÓW-SKI”  
W WITOWIE



TRUSTED BY



Dr Irena Eris

*Douglas*

T-Mobile

plus

muzodajnia.pl

DESCENTE



POC



ROSSIGNOL

# city

**Headquarters:**  
Jugowicka St. 6A  
30-443 Cracow, Poland  
+48 12 655 46 88  
[info@city.com.pl](mailto:info@city.com.pl)

**Branch:**  
Żurawia St. 22/209  
00-515 Warsaw, Poland  
+48 537 406 251  
[info@city.com.pl](mailto:info@city.com.pl)