

LED screens

in ski resorts



2018/19 season



KUPUJMI SMS NA NR 4777

1	LADY GAGA	smc ZAK1
2	RIHANNA	smc ZAK2
3	EWA FARNA	smc ZAK3
4	GEORGE MICHAEL	smc ZAK4
5	GUMI	smc ZAK5

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



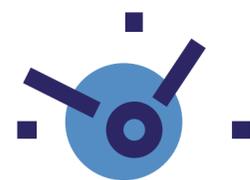
90%
of survey respondents can
spontaneously provide the
name of the brands
advertised*

*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 text on the billboard reads: "RACING, MANY TO WE KRWI HERO" in large white letters, and "ROSSIGNOL" in smaller white letters at the bottom right. A small Rossignol logo is in the top right corner. The billboard is mounted on a structure with "citySCREEN" written on it.





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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 JUBILON SPORT
DUKINSOVER
ROSSIGNOL
EROXY
citySCREEN

REGULAMIN
DLA PASAŻERÓW

Kotelnica Białczańska

The resorts at Białka Tatrzańska make up one the largest and most popular group 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



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DESCENTE



POC



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