



The 21st Century Digital Signage

TOP SCREEN

in the Helsinki City Center

Effective and impressive outdoor advertising exactly where your customers are!

The Finnish outdoor advertising company Taksimainos Oy was founded in 1998. The name reveals where all started but today our service includes - in addition to advertising on taxis - all the most dynamic outdoor marketing places. Our newest pride is a huge digital screen in the very city of Helsinki: Top Screen.

Top Facts

- **Location: Kalevankatu, Helsinki**
- **Screen measurements: 4,9 m x 7,4 m**
- **Advertising unit: 10 sek.**
- **Displays in 24 hours at least: 720**
- **Displays in a week at least: 5040**
- **In average 2,000,000* people passing by the screen by foot, car or public transportation in two weeks***

* Based on statistics of Helsinki City Planning Department and HRT.

Material instructions

- Planning size/resolution 288 x 448 px
 - Alternative sizes 658 x 1024 or 1234 x 1920 px (we recommend the lowest resolution)
 - Material formats: jpg, gif, swf, wmv, avi
- Material delivery: 1 week before the campaign

Notice: (Adobe Flash) In swf-material stop []; -command to be included in timeline at the of the ad.

Planning tips

- Remember that the ad shows in screen for 10 seconds. Simplicity, clarity and readability rule in this ad, too
- Recommended smallest font sizes are 12 pt (296 x 448),25 pt (677 x 1024) and 48 pt (1269x1920)
- Try to avoid large white areas, e.g. as background colour





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