

**STRÖER**

**BURGER KING**

**2 ZA 5.95 zł**

**WYBIERZ BURGERA + WYBIERZ DODATEK**

Hamburgers i Cheeseburgers do 1000 kcal | Fryzury i inne dodatki

📍 DWORZEC GŁÓWNY PKP (wejście od ul. Besackiej)  
📍 GALERIA KRAKOWSKA POZIOM -1

**STRÖER**

**AdWalk – Kraków Central Railway Station**

# Agenda

**1**    **Kraków - facts and figures**

**2**    **Localisation of AdWalk**

**3**    **Advantages of AdWalk**

**4**    **Price list**

**5**    **Gallery**

**6**    **Technical specification**



Ad Walk

# Kraków - facts and figures



Population: 761 000  
Second biggest city in Poland



Income per 1 citizen: 5425 PLN



Share in country's GDP: 4%



Unemployment rate: 4%



71 000 students  
12% of students in Poland



Potential:

8. Place in „Travel + Leisure”: **Best cities of the world**



Ad Walk

# Localisation



**Heart of the city**

Right in the city center,  
near the City Market.

Galeria Krakowska, ul. Pawia 54  
Central Railway Station in Kraków



**Potential**

Connector between Krakowska Shopping Center  
(100 000 visitors a day) and Central Railway  
Station (20 000 passengers a day).



**Transit point**

Contact point of three kinds of transport:  
automotive, rail and pedestrian



AdWalk

# Advantages of AdWalk

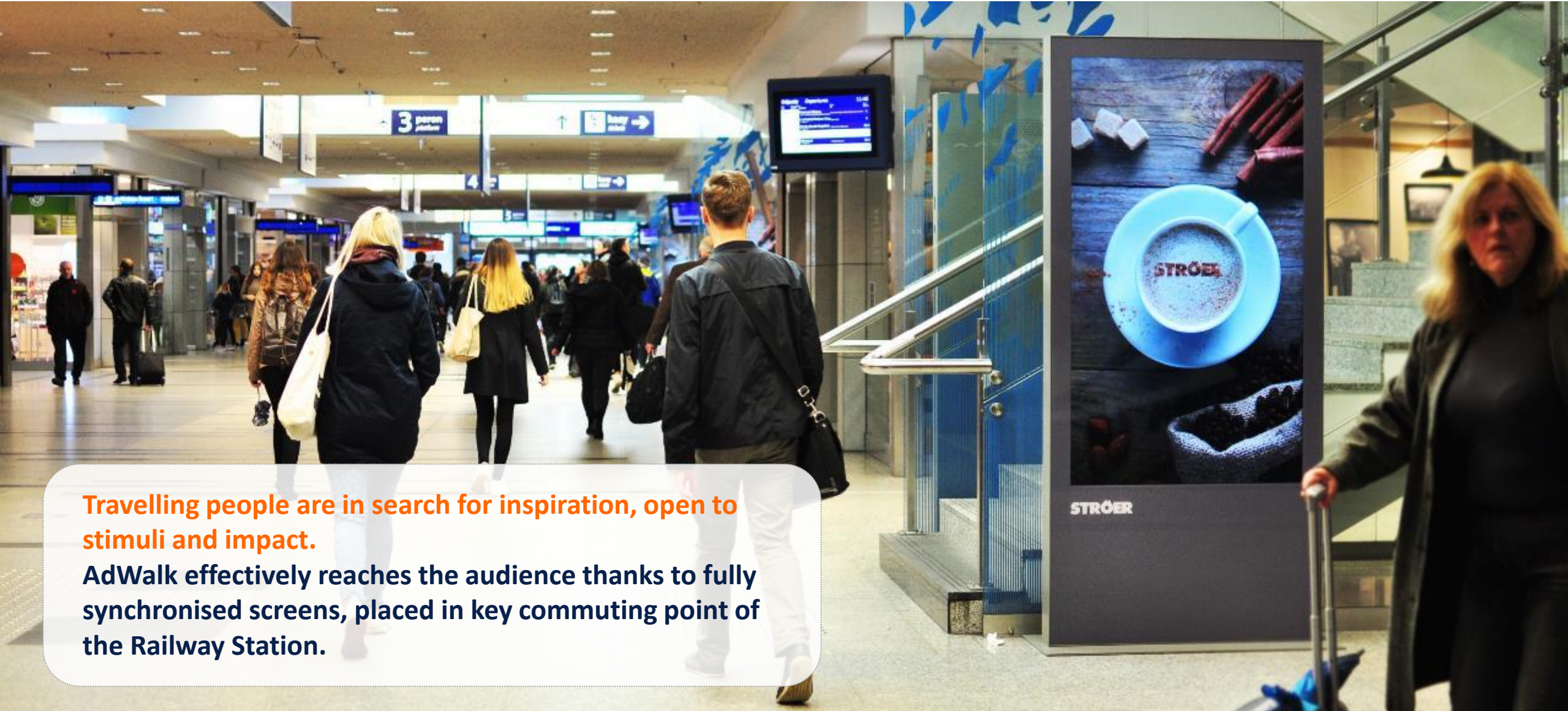
**Due to attractive target group railway stations are the perfect place for marketing communication:**  
Local commuters, long-distance traveller, pupils, students and clients which commute to city center for shopping!





AdWalk

# Advantages of AdWalk



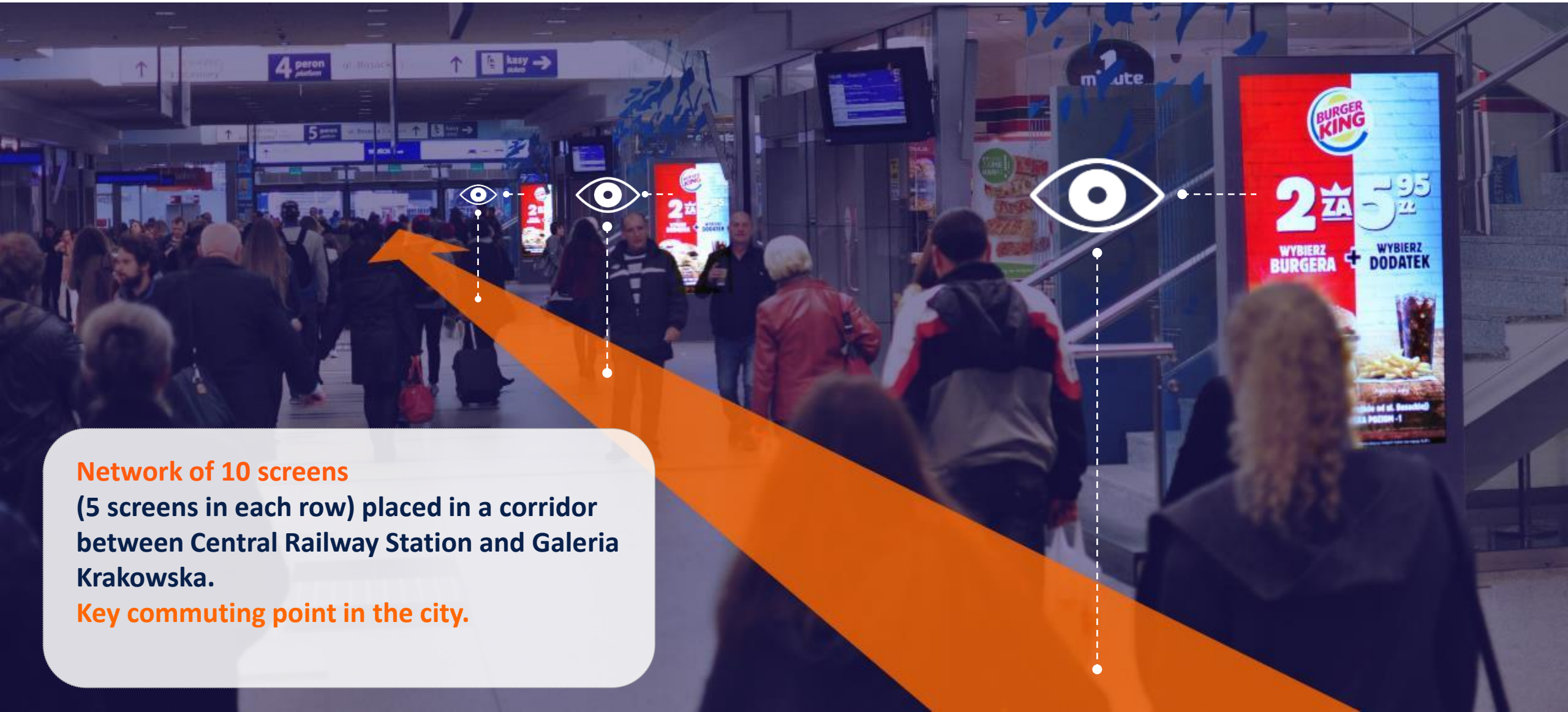
Travelling people are in search for inspiration, open to stimuli and impact.

AdWalk effectively reaches the audience thanks to fully synchronised screens, placed in key commuting point of the Railway Station.



AdWalk

# Advantages of AdWalk



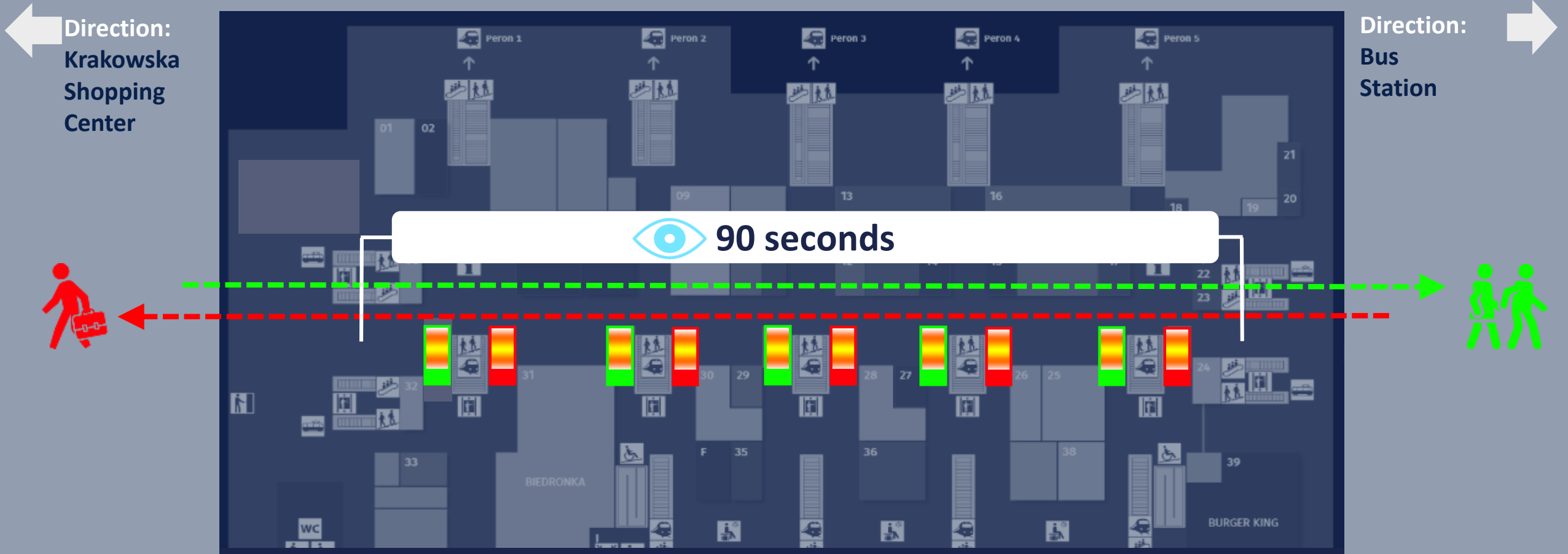
**Network of 10 screens**

(5 screens in each row) placed in a corridor between Central Railway Station and Galeria Krakowska.

**Key commuting point in the city.**

AdWalk

# Advantages of AdWalk



Long exposure time!

Sequence of synchronised screens located evenly in the main alley of Central Railway Station gives opportunity for estimated **90 seconds** of direct contact with content



AdWalk

# Advantages of AdWalk

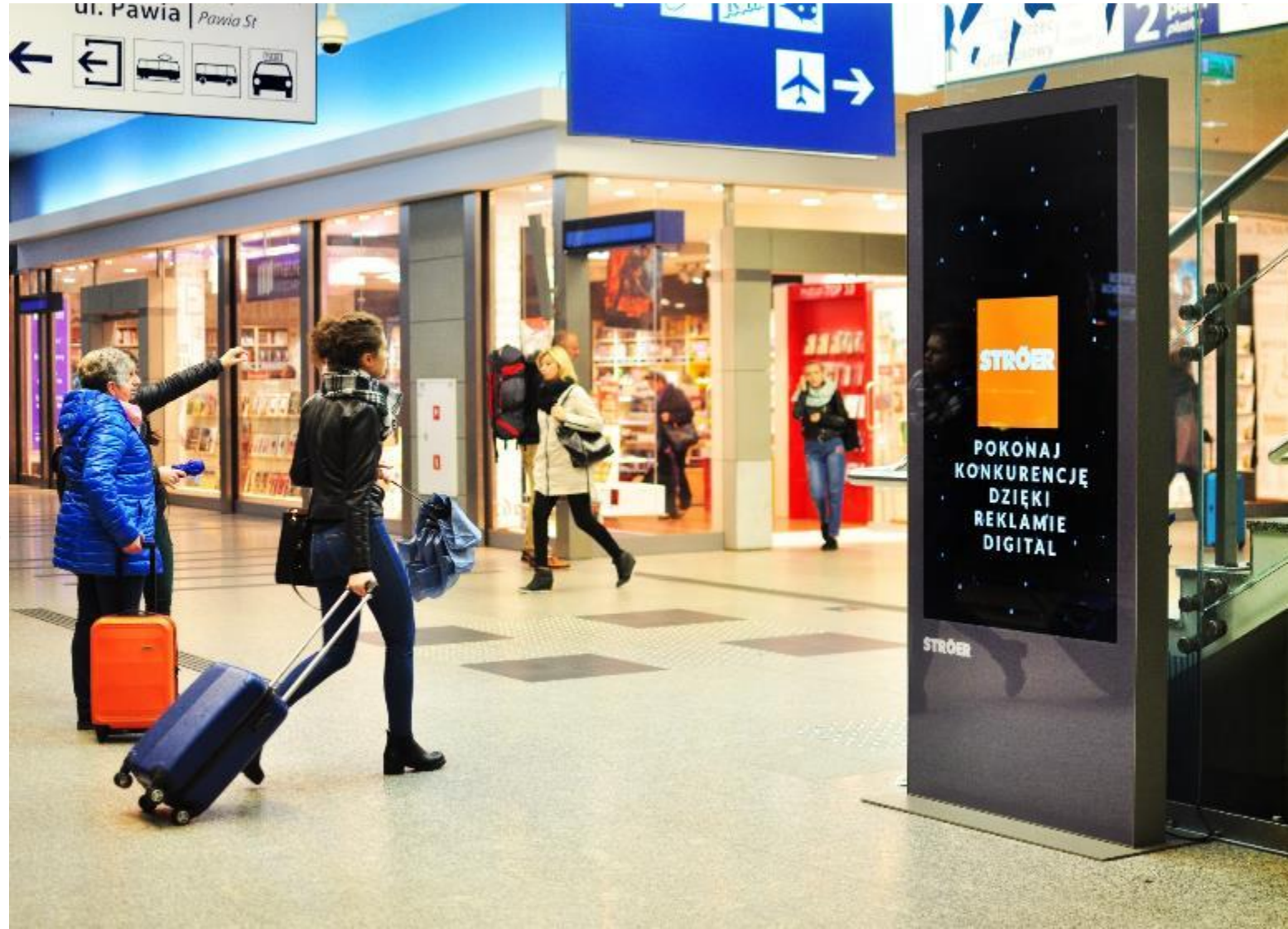
**Big Surface of our screens** (75 inches) and high resolution (1080x1920pix) provides the best quality of clear and detailed picture which indicates high rate of recognition

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**Esthetic, modern design,** which blends in with Smartcities architecture

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Commercial content emitted in **90 seconds long loop**



Ad Walk

# Price list

Packet and rate card sale:

Package	EMISSION 10''	EMISSION 15''
15 DAYS	7200	11500
30 DAYS	14500	23000
90 DAYS	43000	68500







Examples





Ad Walk

# Technical Specification

**Screen resolution:** \_\_\_\_\_

1080x1920 pixels;  
ratio 9:16

**File format:** \_\_\_\_\_

Static graphic  
Animation / Video

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**Screen size:** \_\_\_\_\_

75 inches

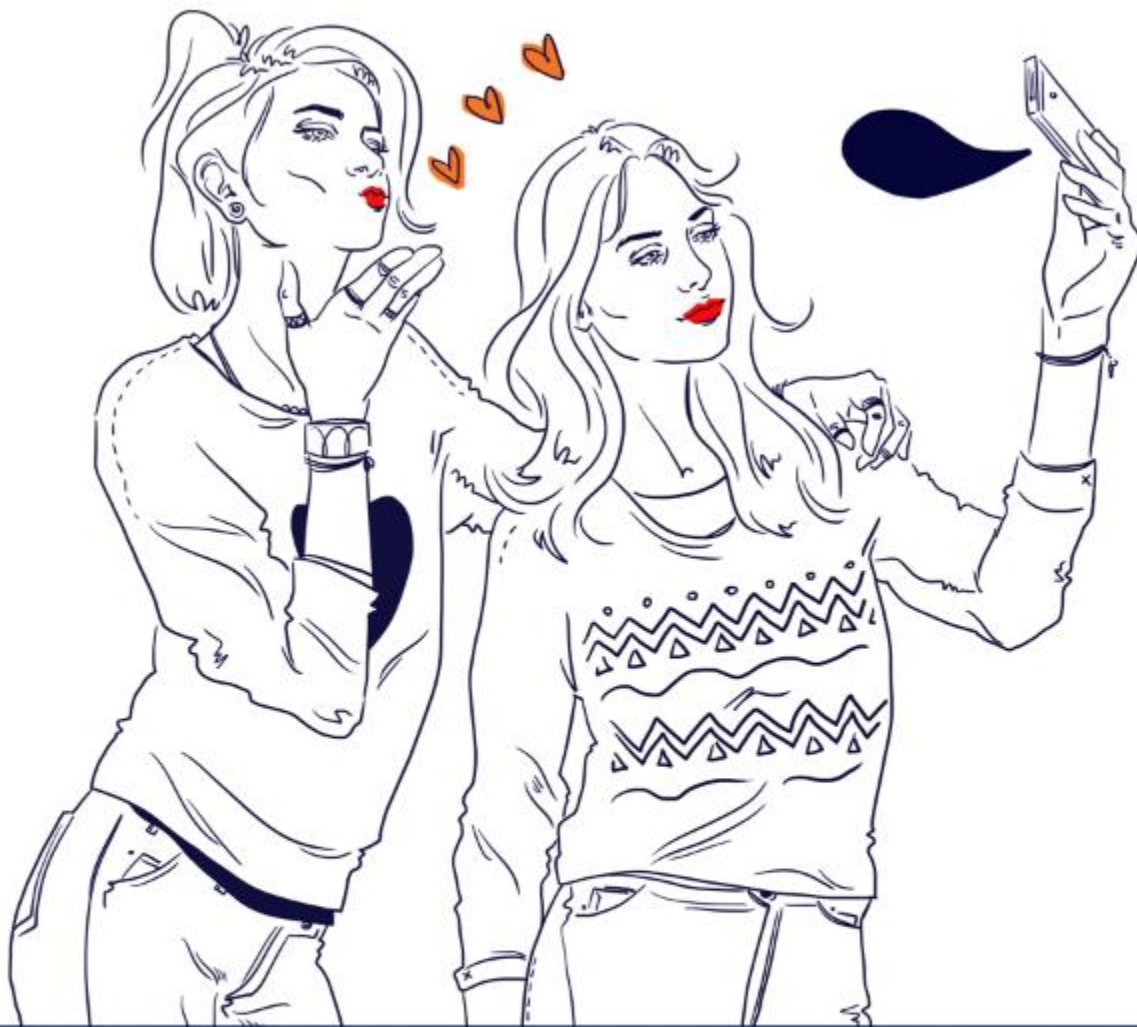
**We offer our help in the making process  
of your content!**

You're lacking creative concept or  
technical knowledge needed for  
preparing digital feed?

That is no longer a problem!

Our creative team will provide you with  
attractive marketing content for your company,  
product or service.





**Ströer Group**  
**Plac Europejski 2**  
**00-844 Warsaw**  
**+48 22 444 26 01**

**THANK YOU!**