

Booster City Premium

2024



JCDecaux

Booster City Premium

COVERAGE

Efficient network, for Maximum Coverage and Efficient Sales Activation in LUX-City. Best optimization for drivers with premium selection. (140 Sides)

Composition

- 120 2m² posters Bus shelters of Lux-City
- 9 2m² posters Train stations of Lux-City
- 11 Digital screens Lux-City Central station

Views / Impressions guaranteed

- Paper : 4.726.044 VAC //week
- Digital screens : 1.427.295



Boost contacts
with Airport extension :

27 screens : week / 1.221.656 contacts

Arrivals 8 screens : week / 406.489 contacts



Booster City Premium

