

JCDecaux

# PRESTIGE.

BILLBOARD





**YOUR PLAYGROUND**  
**ONLY YOUR BRAND ON ONE PANORAMIC NETWORK**

# BILLBOARD PRESTIGE

by **JCDecaux**

## ONLY YOUR BRAND

1 premium network: **exclusively dedicated to one advertiser**

Crafted with **weather-resistant vinyl** and 100% backlit for maximum visibility

**150 top locations** strategically placed in **the 5 biggest cities** for unmatched exposure

**130 panoramic formats** available in 38m<sup>2</sup> & 21m<sup>2</sup> at **key city gateways**, ensuring coverage of all daily traffic

**14 digital displays** offering impactful sites with screens at optimal heights for enhanced visibility

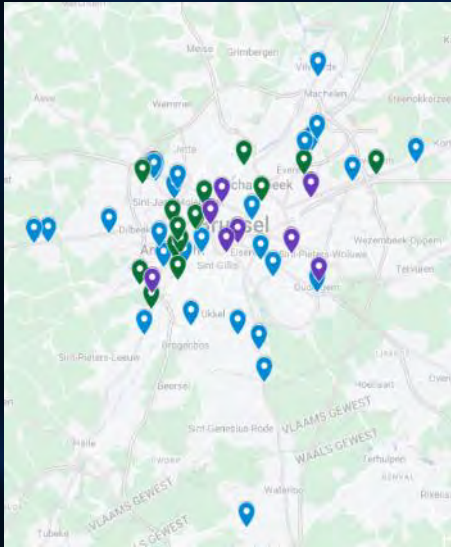
**6 digital displays** in Wijnegem Shopping Center included

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**150 top locations** strategically placed in **the 5 biggest cities** for unmatched exposure

## BRUSSELS

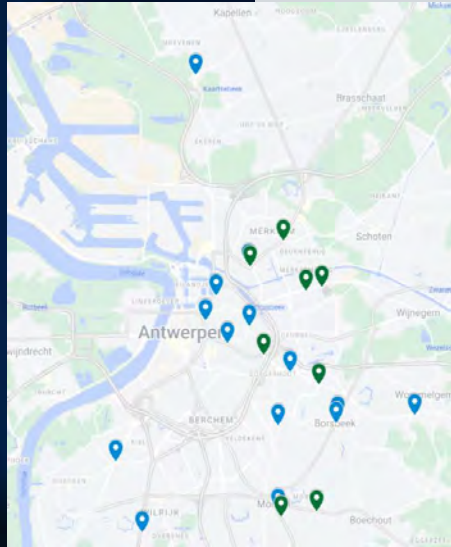


**Cover 1+**

Brussels CIM

82%

## ANTWERPEN

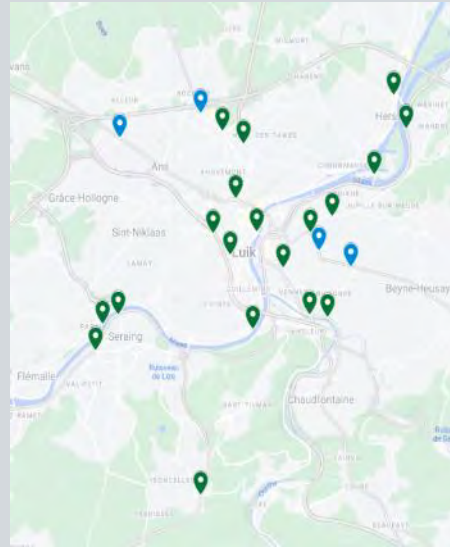


**Cover 1+**

Antwerpen CIM

90%

## LIEGE

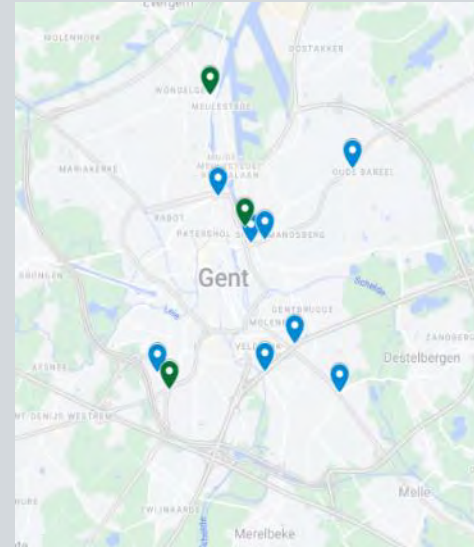


**Cover 1+**

Liège CIM

92%

## GENT

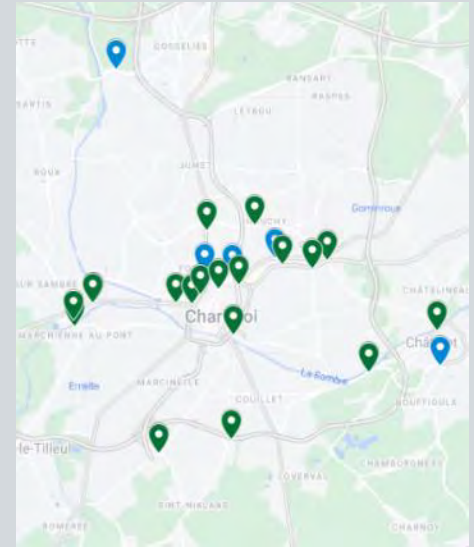


**Cover 1+**

Gent CIM

86%

## CHARLEROI



**Cover 1+**

Charleroi CIM

94%

**+/-65 landscape billboards 38m<sup>2</sup> - +/-65 landscape billboards 21m<sup>2</sup> - 14 premium digital 8m<sup>2</sup>**

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## Insights

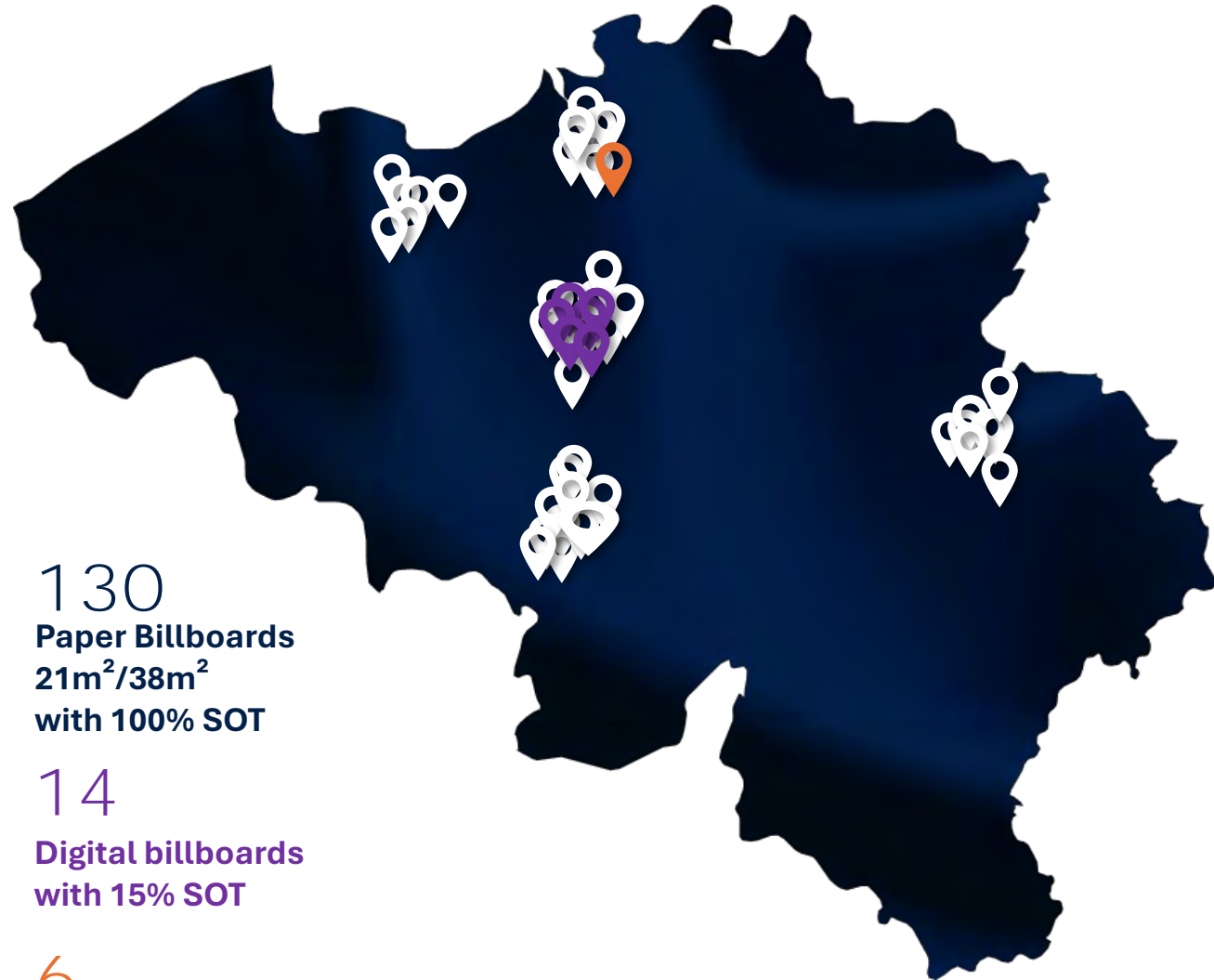
Guaranteed Contacts\*  
in 2 weeks (12+) **32 mio**

Belgian population  
reached at least once **48 %**

Average frequency  
of contacts  
per person reached **8**

Source: CIM OOH 2025 - 1  
(target 18 – 54 years unless otherwise mentioned)  
15% Share of time (SOT)

\*Guaranteed contacts = Visibility Adjusted Contacts (VAC)



**130**  
Paper Billboards  
21m<sup>2</sup>/38m<sup>2</sup>  
with 100% SOT

**14**  
Digital billboards  
with 15% SOT

**6**  
Digital billboards  
(Wijnegem)  
with 15% SOT

# 14 DIGITAL 8m<sup>2</sup> EYE CATCHERS IN BRUSSELS

1. Boulevard de Waterloo – Waterloolaan BRUSSELS
2. Boulevard Saint – Michel – Sint-Michielslaan ETTERBEEK
3. Boulevard du Souverain – Vorstlaan AUDERGHEM
4. Chaussée de Mons – Bergensesteenweg ANDERLECHT
5. Square Sainctelette – Sainctelettesquare BRUSSELS
6. Boulevard de l'Abattoir – Slachthuislaan BRUSSELS
7. Avenue des Communautés – Gemeenschappenlaan EVERE



# ONLY YOUR BRAND ON ONE PANORAMIC NETWORK



1. Chaussée d'Alsemberg - BRAINE L'ALLEUD

2. Rue des Sarts - Pont du Bouhay - LIEGE

3. Italiëlei - ANTWERPEN

4. Rue de la Providence - CHARLEROI