

JCDecaux

BILLBOARD

Brussels 8 (110) - 2024



Uccle: Rue de l'Etoile

Brussels: Boulevard de l'Abattoir/ Slachtuisslaan

Billboard

JCDecaux Brussels 8 - 110

BRUSSELS

14.5mio

Guaranteed contacts 12+

EXCEPTIONAL URBAN BILLBOARD NETWORK

- 1 uniform impactful format, on high pillars, all lighted
- 110 locations
- 2 weeks
- Campaign presence throughout Brussels Capital Region

96 PAPER FOR A BIG CITY IMPACT (8m²)

- High traffic & high visibility locations
- In the heart of the city and in all other Brussels communities
- Almost all stand-alone locations

14 DIGITAL FOR HEIGHTENED VISIBILITY (8m²)

- Impactful sites only on top axes in Brussels
- All stand-alone locations
- Exposure +/-15% SOT
- Digital screen at the right height
- Opportunity for Flexibility & Contextualized Planning



Billboard

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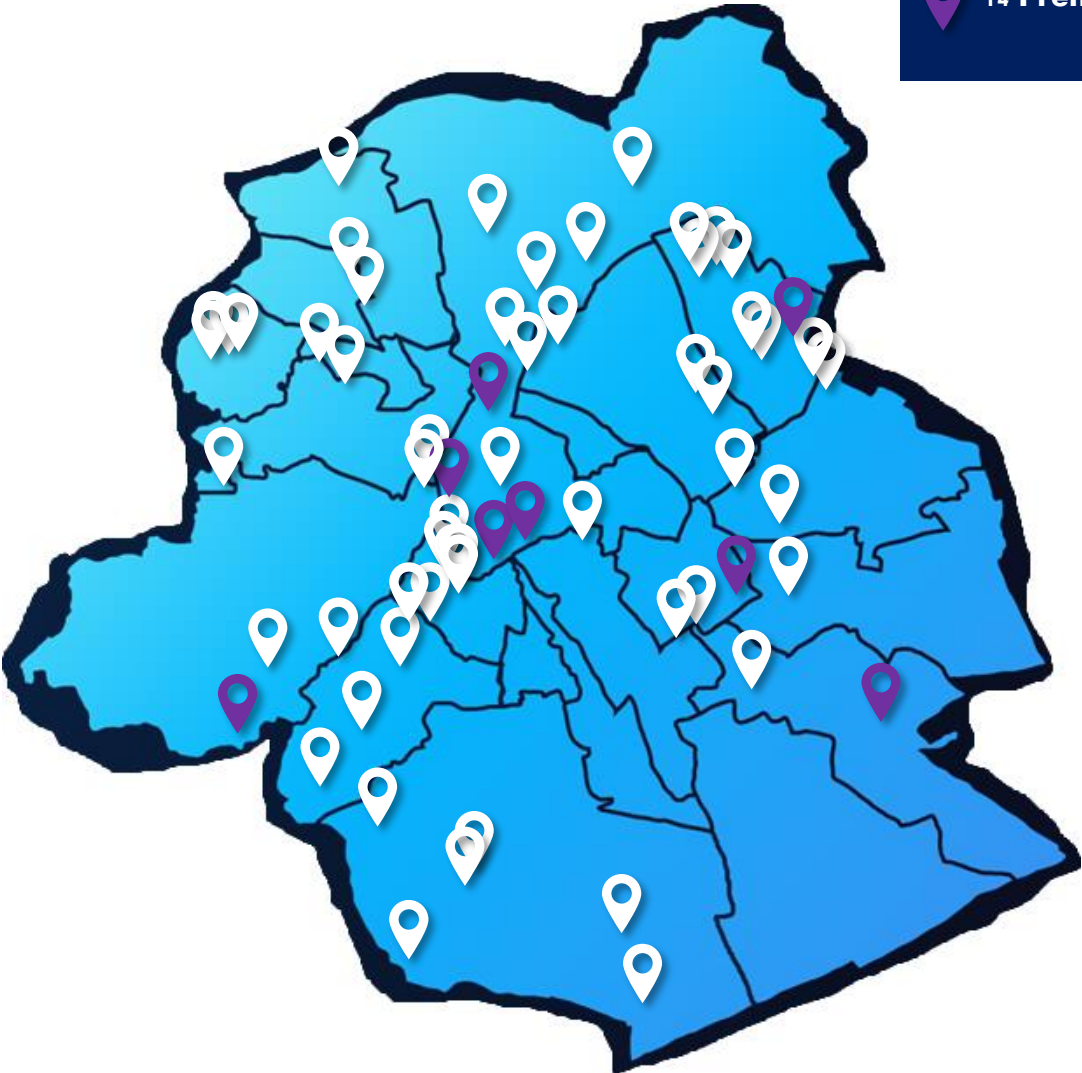
BRUSSELS

NATIONAL NETWORK
WITH HOMOGENEOUS COVERAGE

CIM RELEASE 2024-1 (Brussels 19)

VRP	997
REACH 1+	93%
EFFECTIVE REACH	65%
FREQUENCY	10.7

- 96 Billboards 8m²
- 14 Premium Digital 8m²

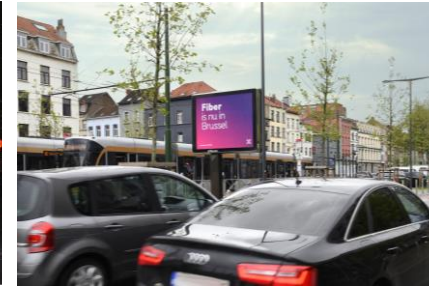
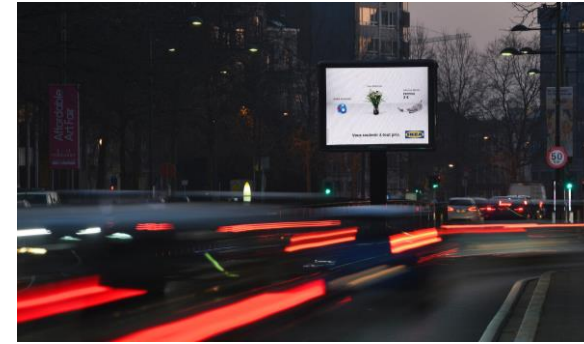
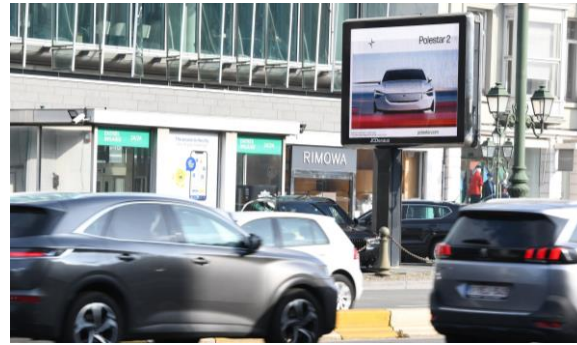


Billboard

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BRUSSELS

14 DIGITAL 8m² EYE CATCHERS IN BRUSSELS



LOCATIONS

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