JCDecaux

SUPER PRESTIGE.

BILLBOARD

YOUR PLAYGROUND

EXCLUSIVITY FOR YOUR BRAND

SUPER PRESTIGE

by JCDecaux

AN EXCLUSIVE NETWORK FOR YOUR BRAND

Combination of our Superstar and our Prestige networks

130 panoramic formats available in 38m^2 & 21m^2 and **736 top-notch panels** in 8m^2/20m^2 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

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

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

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by JCDecaux

Insights

Guaranteed Contacts* in 2 weeks (12+)	**99,7 mio**
Belgian population reached at least once	**83 %**
Average frequency of contacts per person reached	**14**

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
21m²/38m²
with 100% SOT

14
Digital billboards
with 15% SOT

6
Digital billboards
(Wijnegem)
with 15% SOT

736
Paper Billboards
8M²/20M²

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Insights (Cover +1)

Antwerp	**96%**
Ghent	**97%**
Brussels	**96%**
Liège	**96%**
Charleroi	**97%**
30 cities NL	**84%**
13 cities FR	**86%**
Small cities NL	**75%**
Small cities FR	**72%**
Rural NL	**72%**
Rural FR	**71%**

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

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Paper Billboards
8M²/20M²

14 DIGITAL 8m² 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

by JCDecaux

AN EXCLUSIVE NETWORK FOR YOUR BRAND

1. Haachtsesteenweg - STEENOKKERZEEL
2. Rue des Sarts – Pont du Bouhay - LIEGE
3. Chaussée de Waterloo - NAMUR
4. Rue de la Providence - CHARLEROI