# SUPER PRESTIGE. BILLBOARD





#### SUPER PRESTIGE

by JCDecaux

#### AN EXCLUSIVE NETWORK FOR YOUR BRAND

Combination of our Superstar and our Prestige networks

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

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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#### Insights

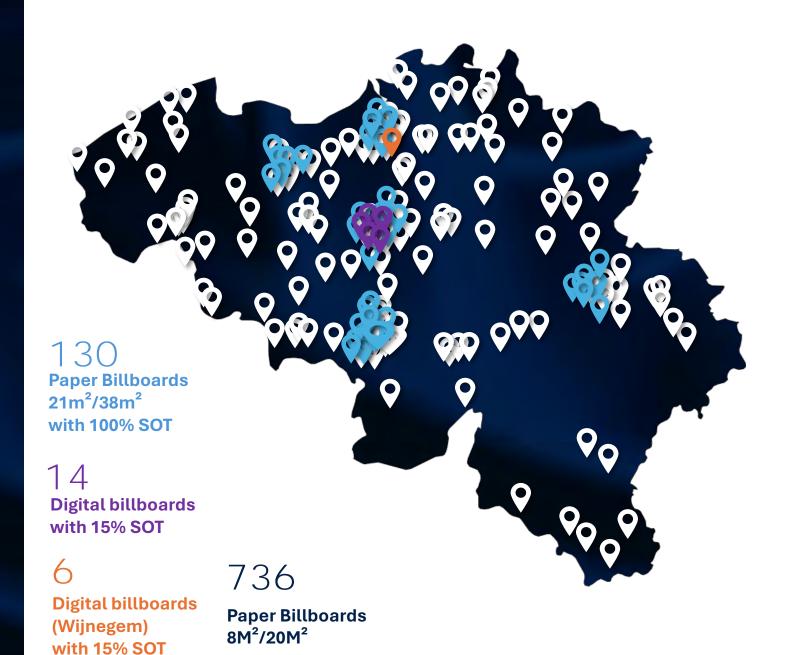
Guaranteed Contacts\*
in 2 weeks (12+)

Belgian population
reached at least once

Average frequency
of contacts
per person reached

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

\*Guaranteed contacts = Visibility Adjusted Contacts (VAC)

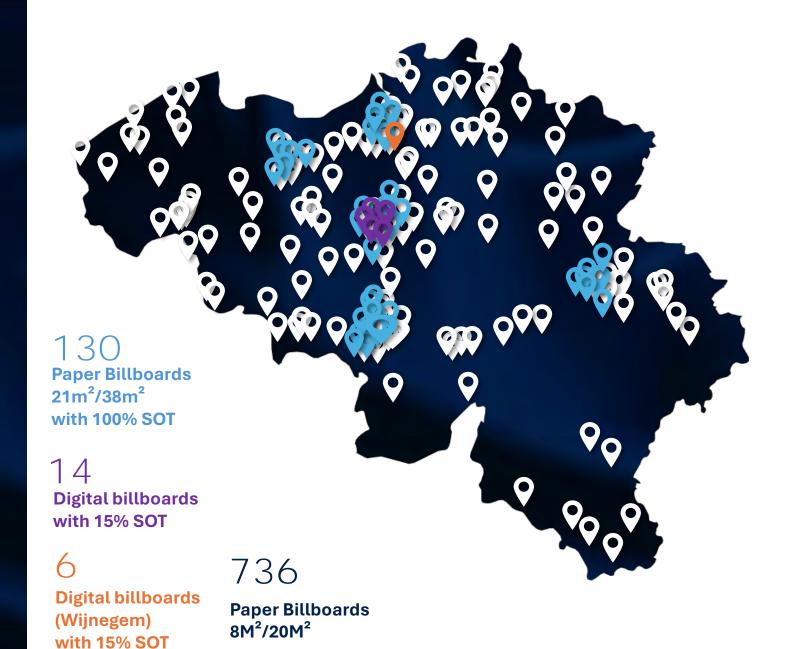


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#### Insights (Cover +1)

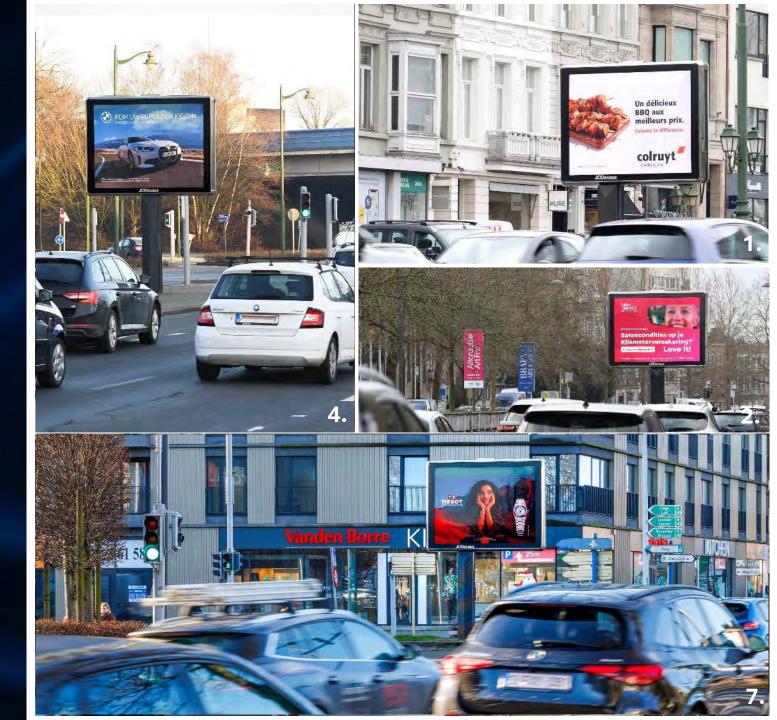
Antwerp	96%
Ghent	97%
Brussels	96%
Liège	96%
Charleroi	97%
30 cities NL	84%
13 cities FR	86%
Small cities NL	<b>75</b> %
Small cities FR	<b>72</b> %
Rural NL	<b>72</b> %
Rural FR	<b>71</b> %

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



# 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



