


# Digital Signage Check-Out



**IN STORE**

Tv & radio

All screens at the check-out of the stores (177 screens in 63 stores).

**Banner**



**Duration**

1 week

**Media Booking**

6 weeks

**Nice to know**

- The time of a TV spot is 6 secondes.
- 1.440 broadcasting a day/screen
- SOT : 20%
- Format : Landscape

**Sample pictures**

## OBJECTIVES

