



**PIMPAM·MEDIA**

**MEDIA KIT — LA PERLA**

# La Perla.

The only premium large-format LED screen in Castell-Platja d'Aro i S'Agaró

**Rates and availability on request · no commitment**

[pimpammedia.com](http://pimpammedia.com)

2,555,597 · A counted audience, not an estimate.

# Technical sheet

## Location

Municipality	Castell-Platja d'Aro (Girona)
Position	Main roundabout · central Platja d'Aro
Distance to the beach	~ 200 m
Converging routes	6 roads · the town centre's single crossing point
Screen orientation	Facing the roundabout, full frontal visibility
Height	2nd floor · visible from long range

## LED screen

Manufacturer · model	Unilumin USK3.9
Module type	SMD LED · premium outdoor
Total surface	15 m <sup>2</sup> (7.5 × 2 m)
Native resolution	1920 × 512 px
Pixel pitch	3.9 mm
Brightness	6,000 nits · visible in direct sunlight
Contrast ratio	≥ 5,000 : 1
Refresh rate	≥ 3,840 Hz · no flicker on camera
Viewing angle	140° H · 140° V
Colour depth	16 bits per channel
Calibration	Point-by-point, uniform colour temperature

## Weather resistance

Ingress protection (front / rear)	IP65 / IP54
Operating temperature	-20 °C to +50 °C
Salt air	Marine anti-corrosion coating
Expected LED lifetime	≥ 100,000 h (~11 years of broadcasting)
Certifications	CE · RoHS · EMC

## Operation & availability

Operating days per year	365
Broadcast hours	Mon–Thu 08:00–23:00 · Fri–Sun 07:00–00:00 (15–17 h/day)
Target uptime	≥ 99%
Content management	Remote CMS · real-time updates
Scheduling	By day, daypart, campaign or season
Monitoring	The screen broadcasts 15–17 h a day; the system is monitored 24 h with automatic alerts
Reporting	Monthly · OTS and real playout of your campaign

## Artwork delivery

Accepted formats	MP4 (H.264), MOV, JPG, PNG
Recommended resolution	1920 × 512 px (15:4 ratio)
Standard spot length	20 s (also 6 s, 15 s, 30 s)
Frame rate	25 or 30 fps · progressive
Max file size	200 MB
No sound	DOOH is a visual format · lead with graphic impact
Activation time	24–48 h from approved artwork (full onboarding: see How it works)

## Permits & compliance

Municipal permits	In good standing with the Ajuntament de Castell-Platja d'Aro
Regulations	Complies with municipal ordinances and Spanish outdoor advertising law
GDPR	No personal data is collected from passers-by
Content	Subject to editorial review before broadcast

## The audience, measured

Two independent, measured sources: vehicles counted by municipal ANPR cameras; people measured via anonymised mobile-device data (Basetis). A verified floor — not a ceiling.

**2,555,597**

vehicles · Q1–Q3 2025

SOURCE: MUNICIPAL ANPR · AJUNTAMENT DE CASTELL-PLATJA D'ARO

**+30.67%**

Q2 2025 vs Q2 2024

SOURCE: MUNICIPAL ANPR

**up to 105,000**

people in a single day — measured peak (18 April 2025, Good Friday)

SOURCE: BASETIS · ANONYMISED MOBILE-DEVICE DATA

**46,731**

people/day on average — measured low-season floor (Feb–Apr 2025)

SOURCE: BASETIS

The outdoor industry tends to sell «estimated impacts» by multiplying audiences by repetitions. We publish opportunities to see anchored to the ANPR count — the real audience of the location, not an audience multiplied by how many times your spot plays. Daily plays (up to 90 or 180) are your campaign's frequency, not its audience. Smaller numbers, said with more confidence.

## The premium setting

La Perla stands where Platja d'Aro —the Costa Brava's «open-air shopping centre», with 200+ shops open every day, incl. Sundays and public holidays— meets S'Agaró, the modernist garden-city of Rafael Masó and the Ensesa family, listed as a Bé Cultural d'Interès Nacional (BCIN) and crossed by its celebrated seafront Camí de Ronda. Steps away, on Avinguda de S'Agaró: the jeweller Wesselton (official Chopard and TAG Heuer retailer) and the premium multibrand flagship MARFRANC. The Hostal de La Gavina —Catalonia's only 5★ Gran Lujo, a member of The Leading Hotels of the World since 1962, 76 rooms, founded in 1932 by the Ensesa family— is minutes away, as are the Club de Golf d'Aro – Mas Nou (18 holes, par 72) and the Club Nàutic Port d'Aro (berths for yachts up to 25 m).

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