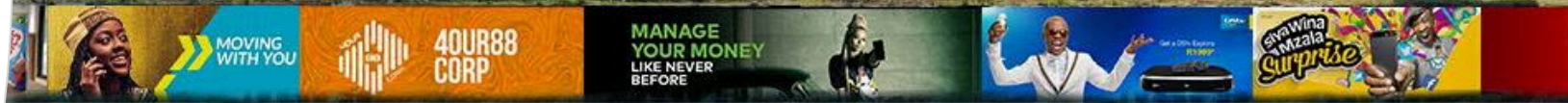


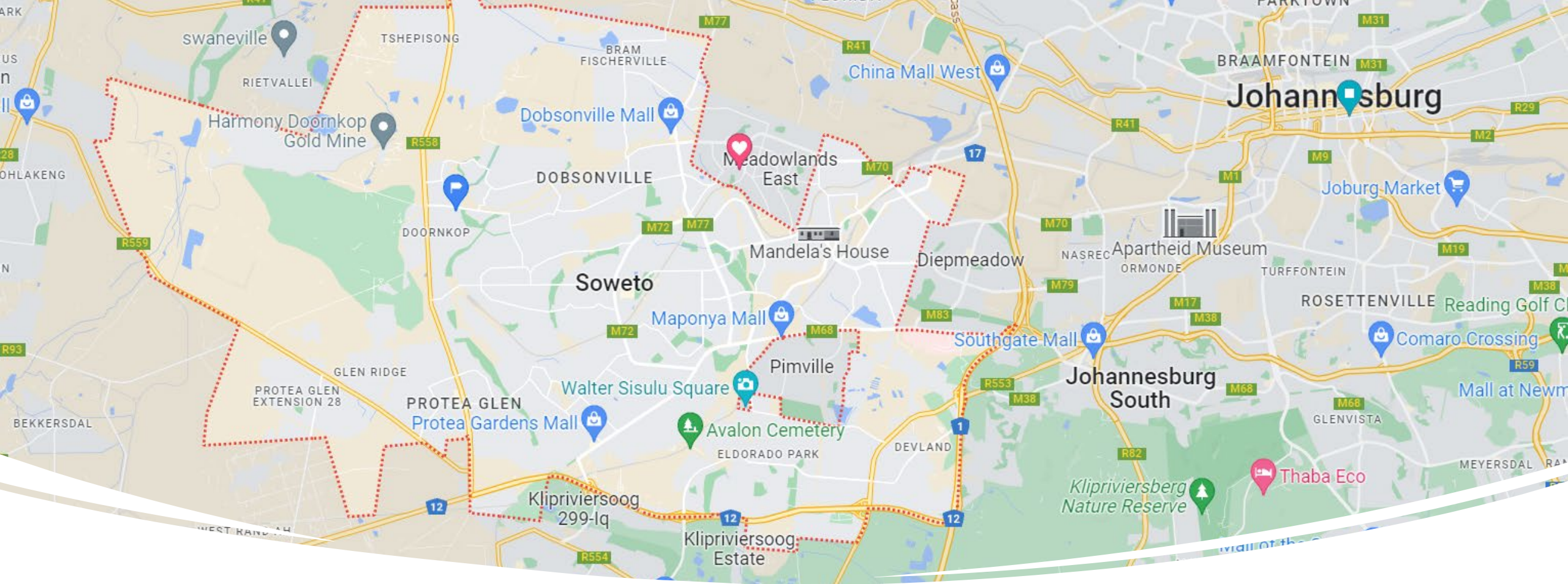
Rate Card

Outdoor Advertising



FOUNTAIN of
AWARENESS
AGENCY



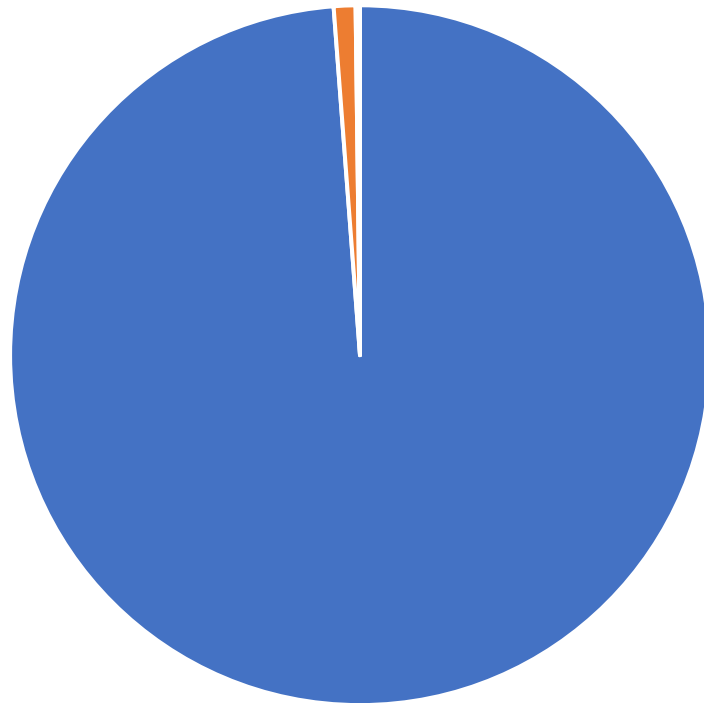


Soweto is an important, historic township in the heart of Joburg (Soweto is less than 24,3km to Johannesburg CBD)

- Although the residents of Soweto Population is estimated to 1,271,628 million.

Audience

Populations Groups



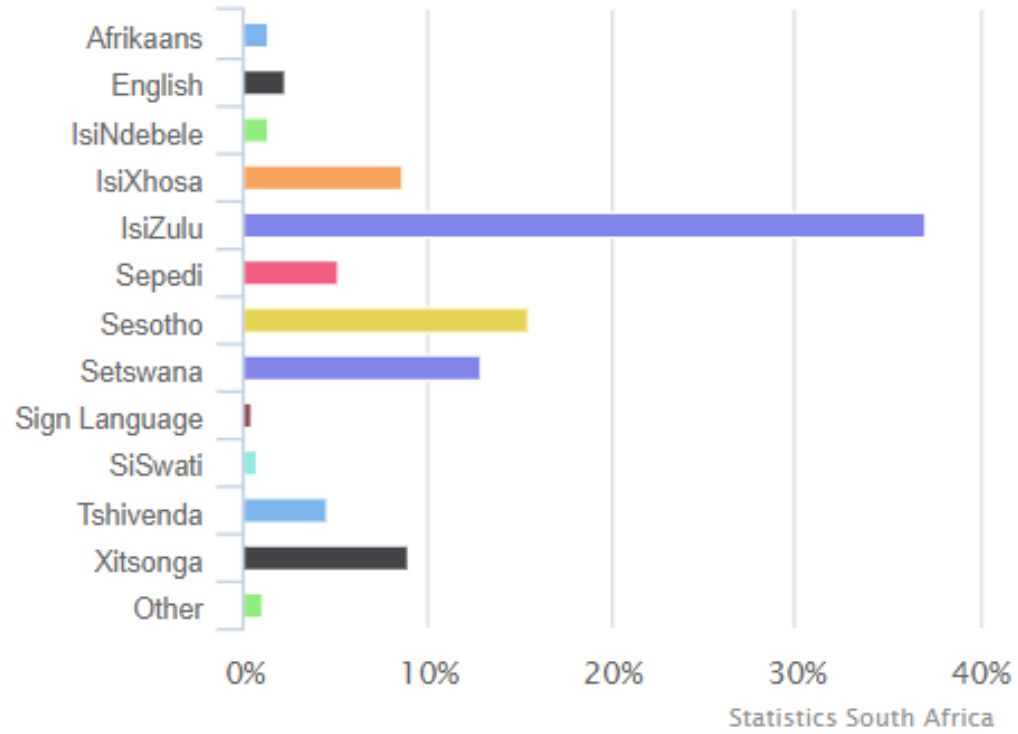
■ Black African ■ Coloured ■ Indian/Asian ■ White

- Black African are the large group of people at 98.5% followed by Coloured at 1,0% India and Asian 0.1% white people 1.0%.

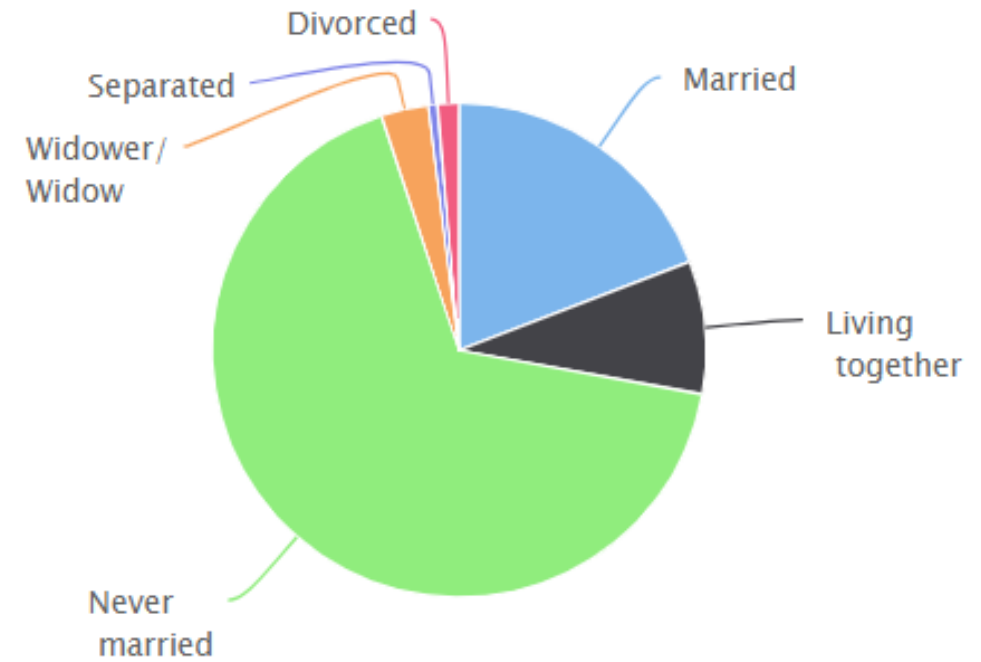
Group	Percentage
Male	49,6%
Female	50,4 %

People

Languages



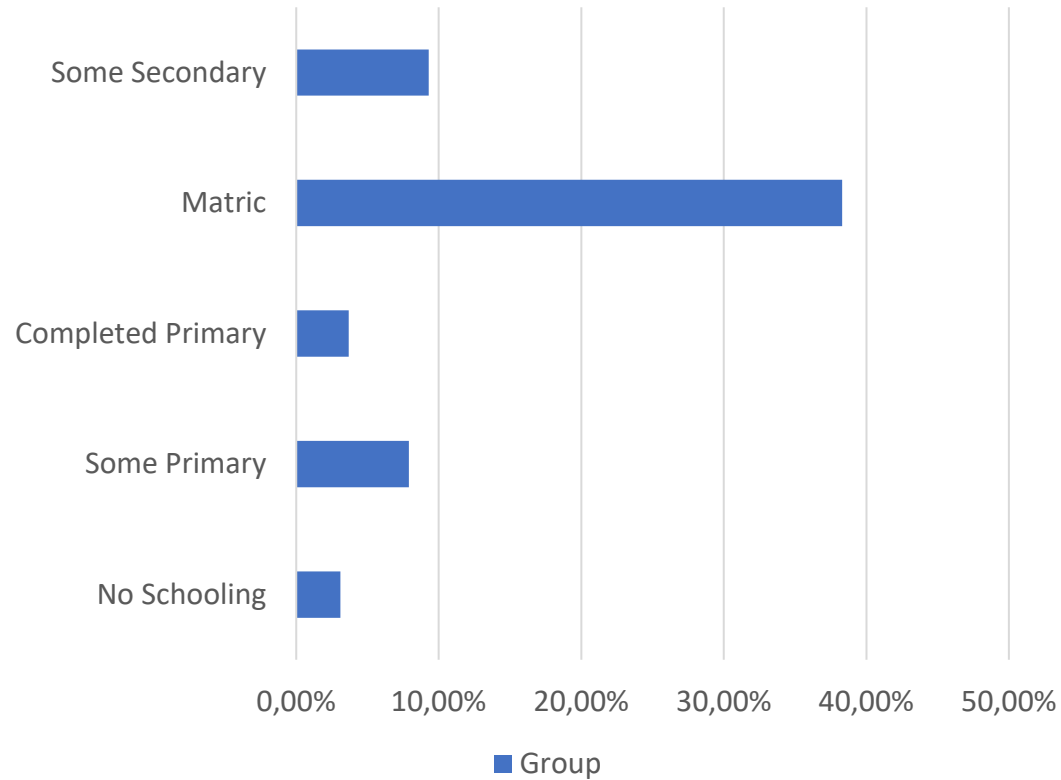
Marital Status



Highest Education Level(All Age)



Group

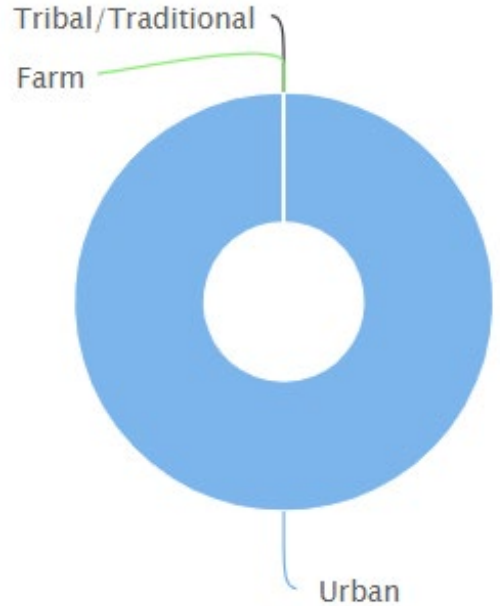


No Schooling	3,1%
Some Primary	7,9%
Completed Primary	3,7%
Some Secondary	37,5%
Matric	38,3%
Higher Education	9,3%

Living condition

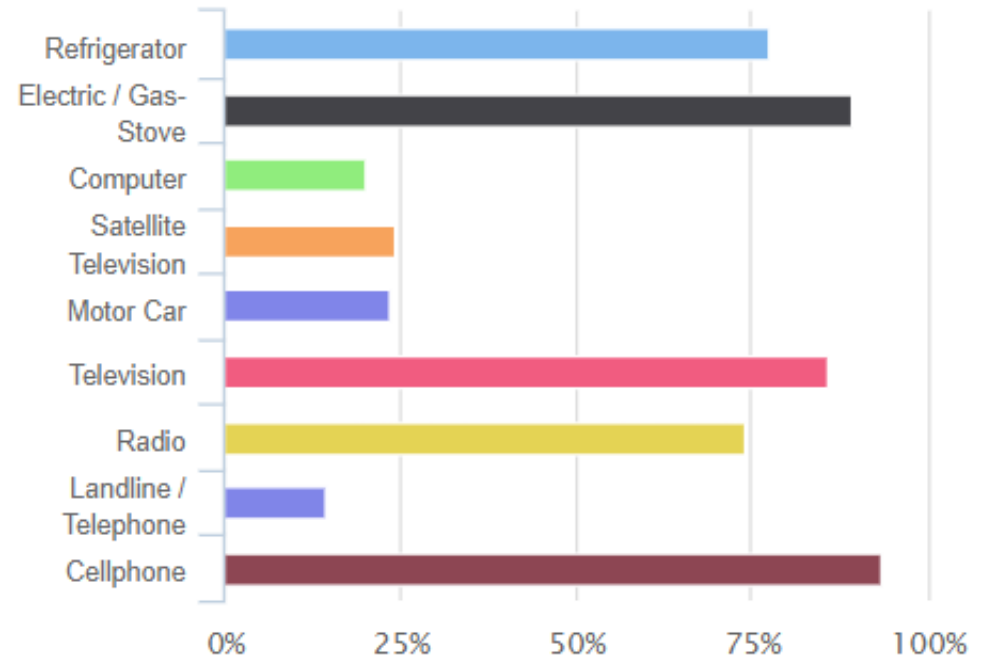


Settlement Type



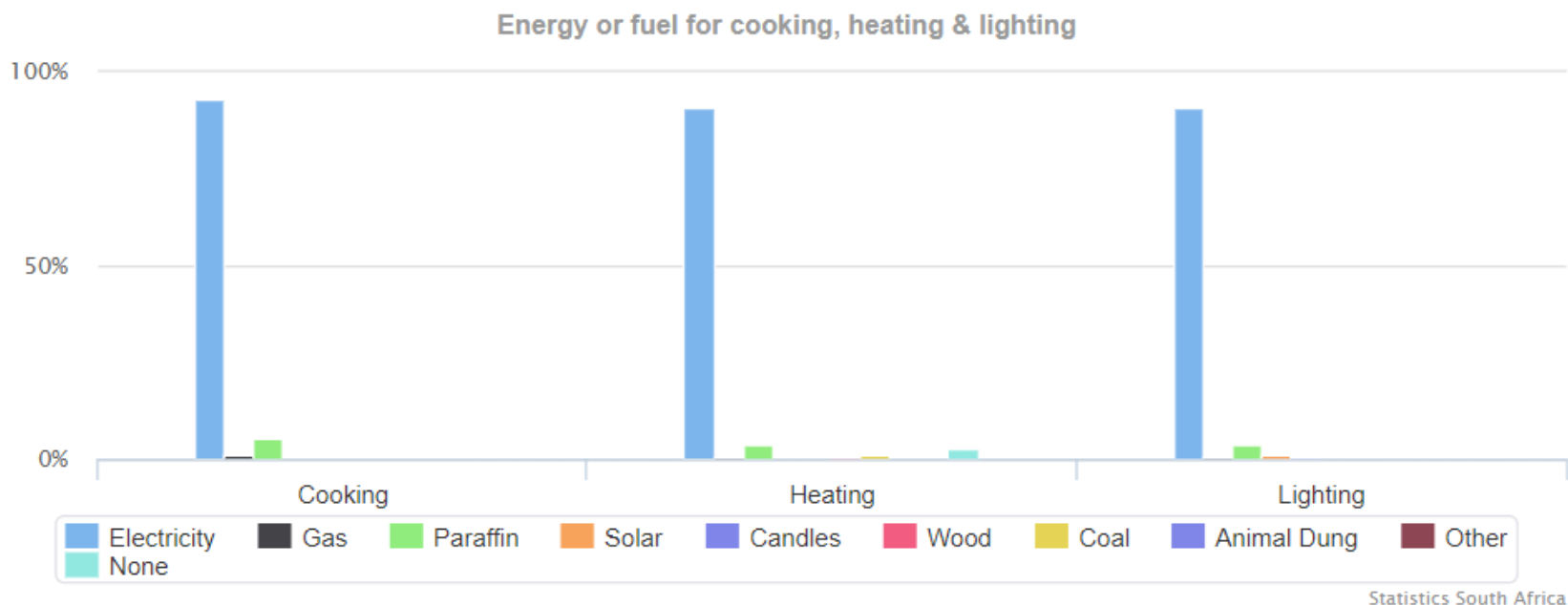
Statistics South Africa

Household Goods (Yes)



Statistics South Africa

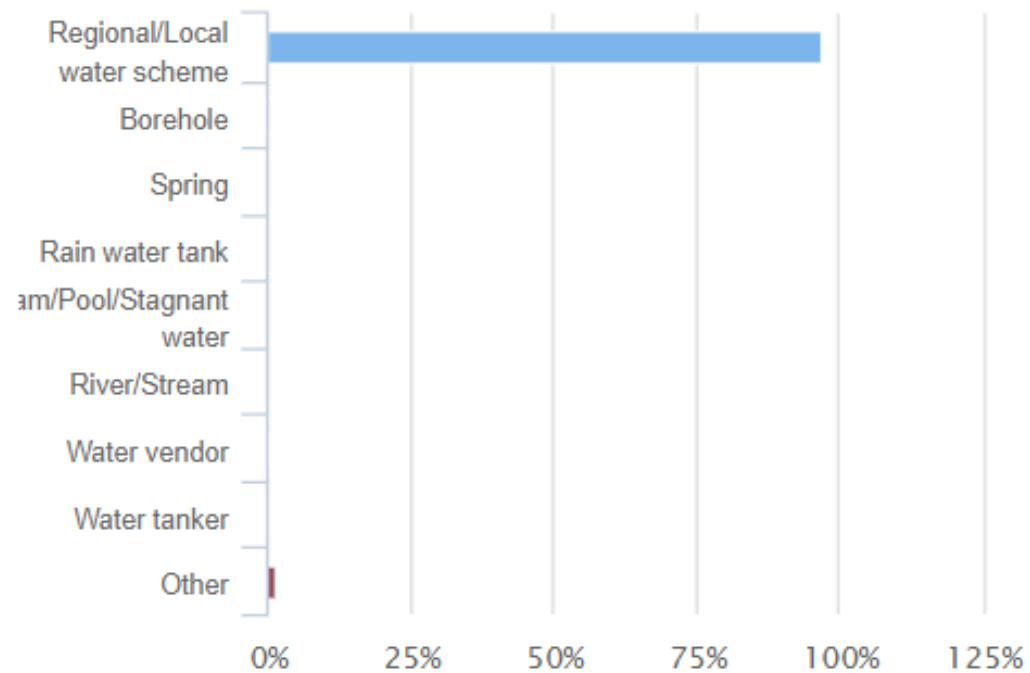
Living Condition



Living Condition

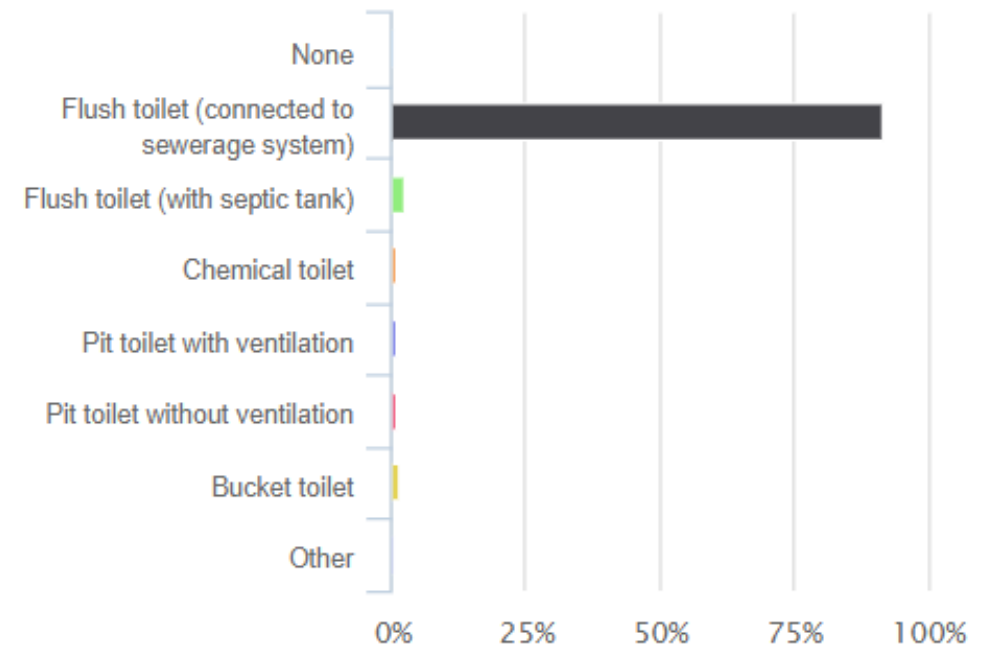


Source of Water



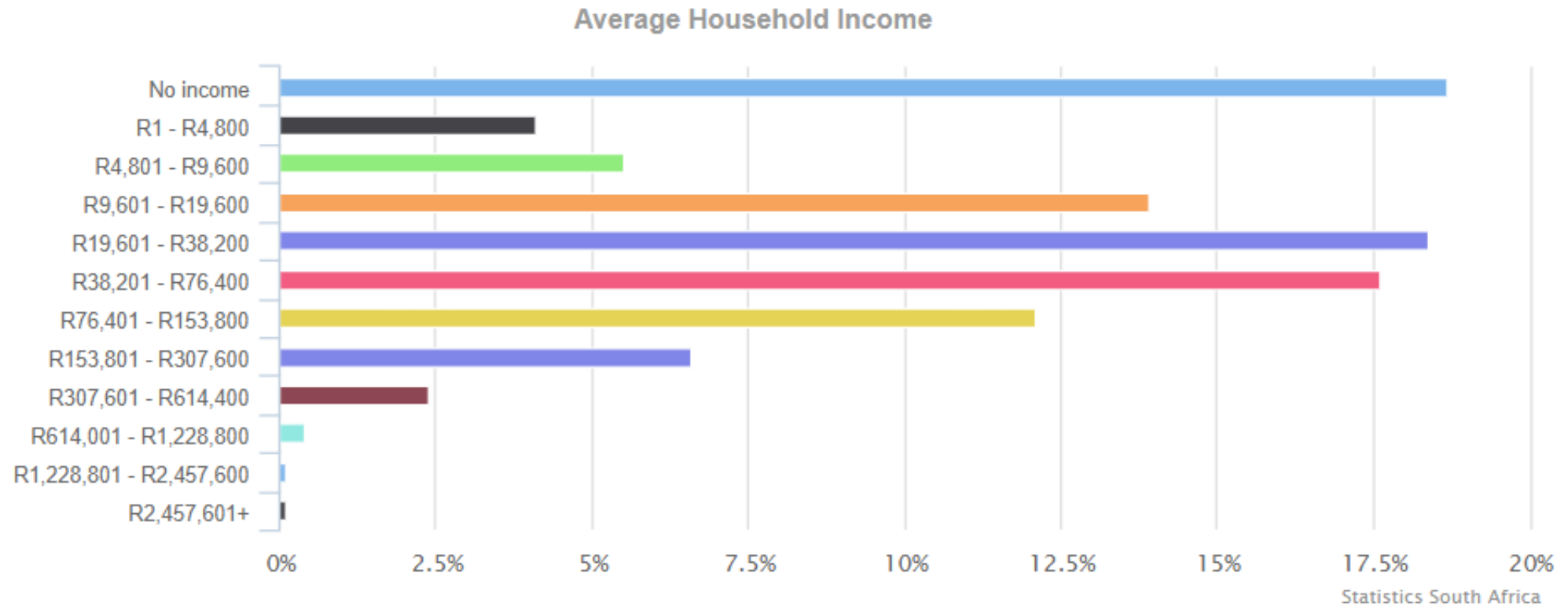
Statistics South Africa

Toilet Facilities



Statistics South Africa

Household income



Living Conditions

There are 355,331 households in the Soweto with an average household size of 2,4 persons per household. 91.6% of households have access to piped water, 55% have water in their yard and only 1,4% of households do not have access piped water. 90,8% of households have access to electricity.





Outdoor Advertising



Billboards

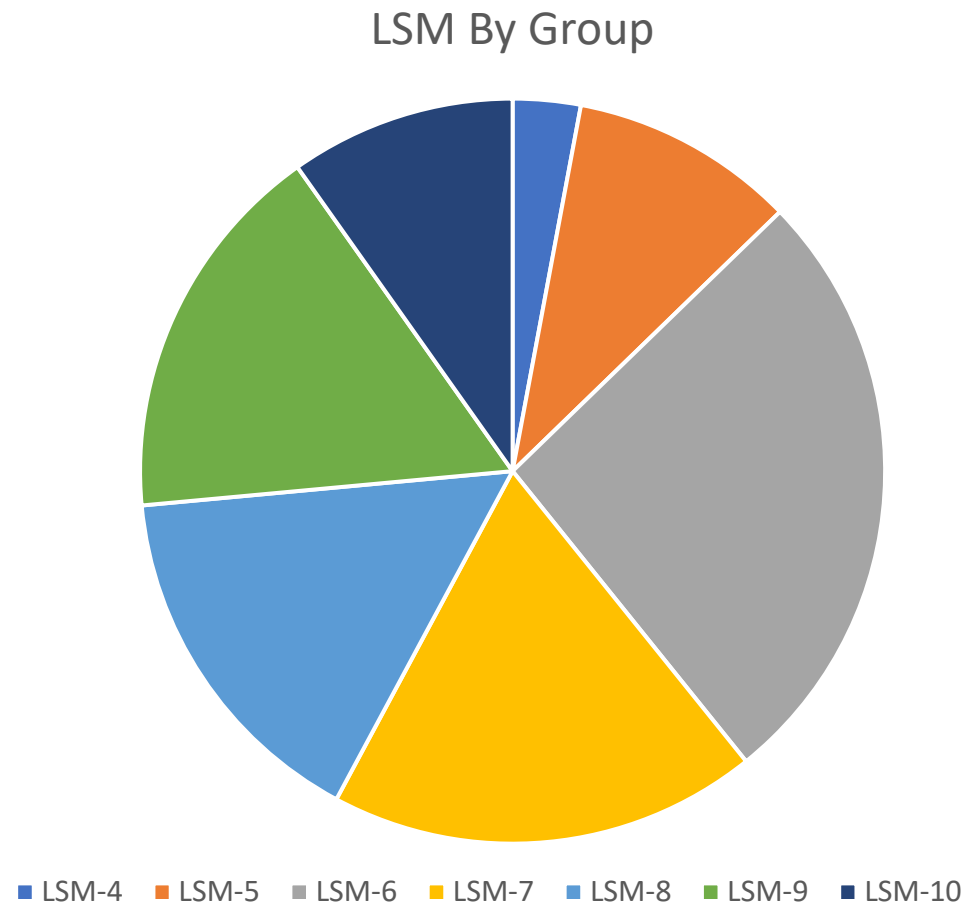
- Billboards and other outdoor ads are some of the most effective and valuable advertising mediums businesses continue to utilize. Although many consumer's might only look at a billboard for a short period of time, they are still successful at grabbing their attention, and they're everywhere we go! You can always find an ad on highways, buildings, transit vehicles, and more.
- Brand positioning, and total Value Proposition as well as Brand Engagement are all important in selecting the correct platform for your campaign.



LSM Group

- LSM Groups The Living Standards Measure (LSM) marketing segmentation research tool is used in South Africa to segment the population. The tool divides the population into LSM groups where ten is the highest level for those with the most wealth and one is the lowest level of the poorest population who own no measurable wealth.
- The LSM tool groups people according to a standard of living wealth measure, rather than income, using criteria such as degree of urbanization and ownership of cars and major appliances or assets, as well as access to basic services such as water and electricity as indicators.
- LSM 5 – 7
 - High school and/or some higher education.
 - Mostly Urban or Rural (i.e., not suburban).
 - Salary ranges from R4,165 to R11,263 per month
- LSM 1 – 4 – least access to wealth
 - Primary to some high school completed.
 - Mostly Urban or Rural (i.e., not suburban).
 - Household is traditional hut to matchbox house or shack.
 - Salary ranges from R1,363 to R3,138 per month (approximately).
 - Media: Commercial radio is a major channel of communication with African Languages Services (ALS), TV with minimal channels, and minimal outdoor life.
 - General: Minimal access to services, minimal ownership of durables except for radio sets and stoves, low-income transactional “Mzansi” bank account, minimal participation in economic activities, some electricity, hot plates, water on plot or communal, non-flush toilet, TV sets. Activities: Attend gatherings, and go to nightclubs.

Our location attracts LSM 4-7 brands on outdoor



Structure: Wall- Mounted

Illumination: Non

Location: Dube Railway Station

Size: 2m x 10m

Ref Number: DB-WM-01

Orientation: Landscape

GPS: (Latitude) -26,233082/ (Longitude) 27,892315

Traffic Count Per Month: 400,000

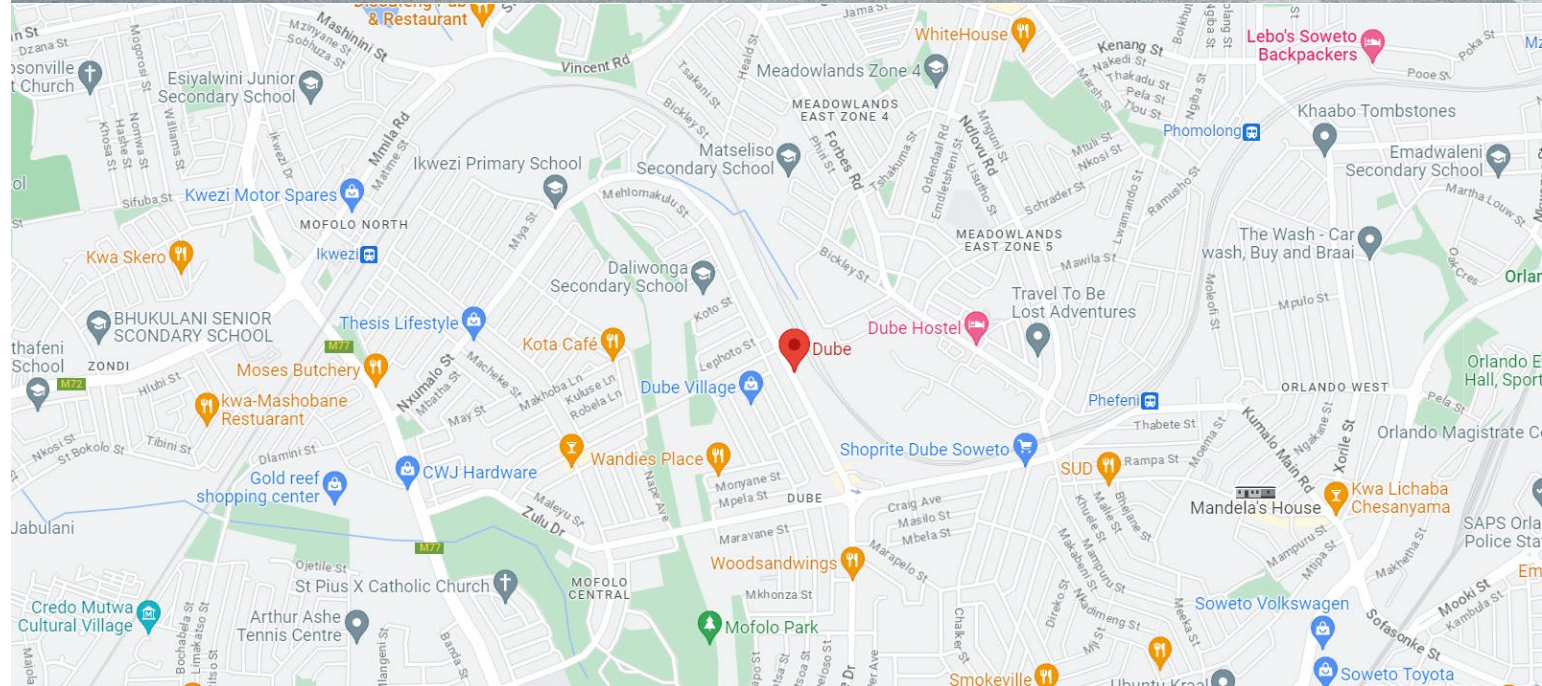
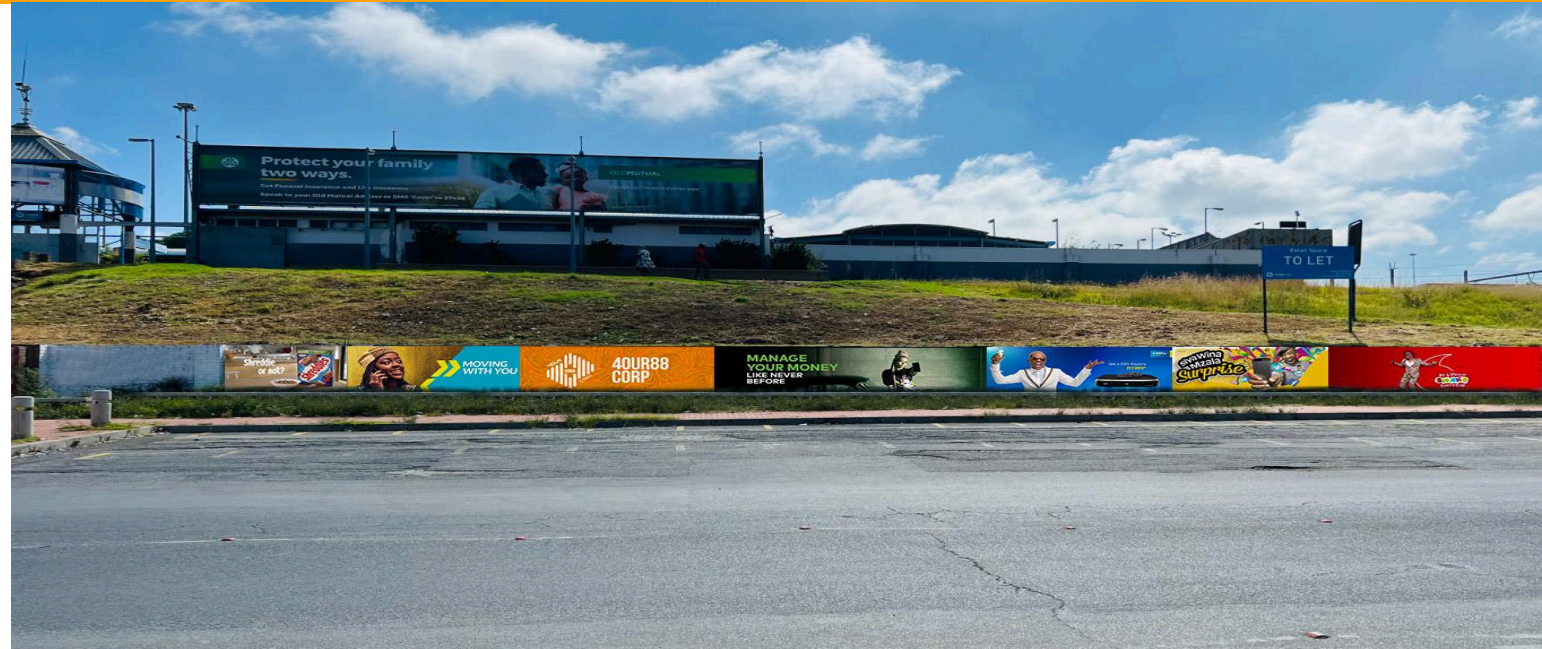
Demographic Profile: LSM 5-7

Contracts: 3-6-9-12-24 Months

Availability: Immediately

Dube Train Station, Dube, Soweto, Gauteng

The site is located at Dube, Mncube Drive, the street from Mofolo to Dube and Phefeni on Tourism Street, Vilakazi Street.



Structure: Wall- Mounted

Illumination: Non

Location: Dube Railway Station

Size: 2m x 10m

Ref Number: DB-WM-01

Orientation: Landscape

GPS: (Latitude) -26,233082/ (Longitude) 27,892315

Traffic Count Per Month: 400,000

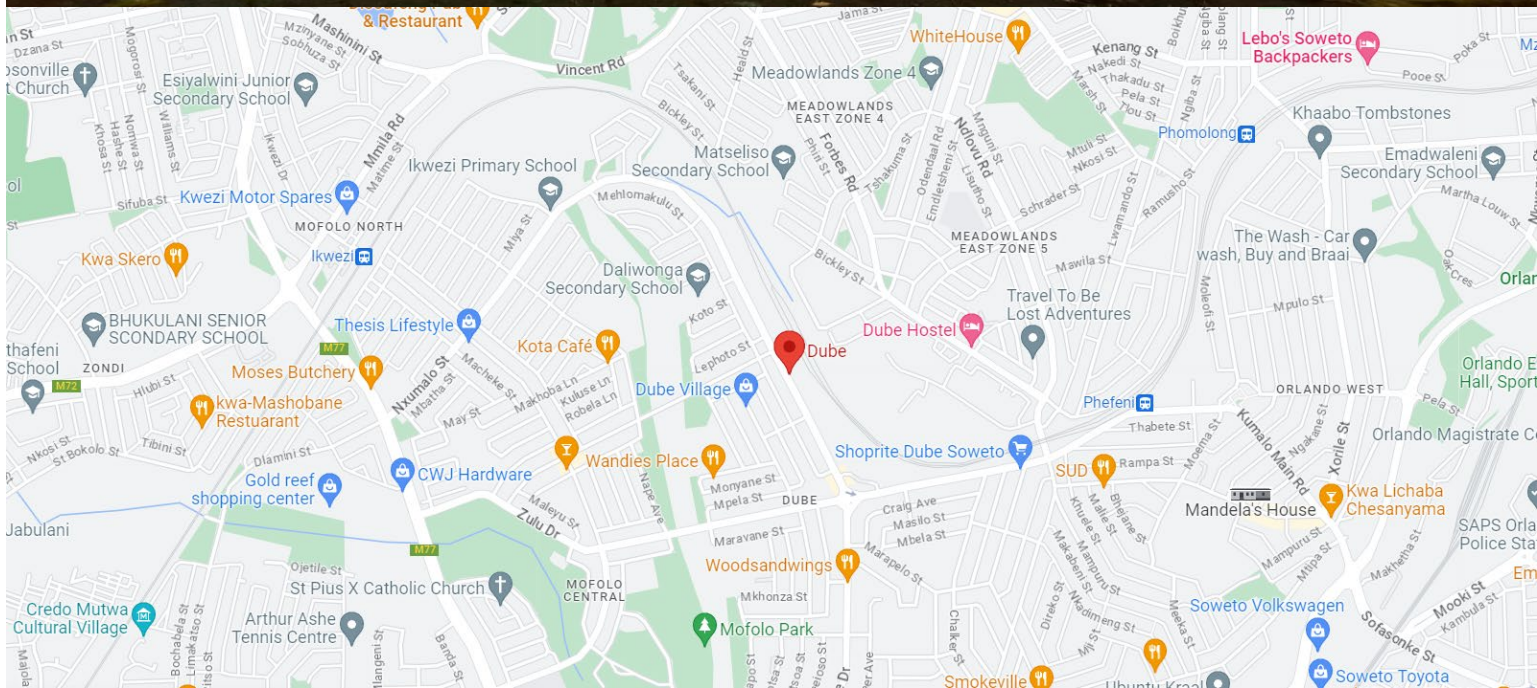
Demographic Profile: LSM 5-7

Contracts: 3-6-9-12-24 Months

Availability: Immediately

Dube Train Station, Dube, Soweto, Gauteng

The site is located at Dube, Mncube Drive, the street from Mofolo to Dube and Phefeni on Tourism Street, Vilakazi Street.



Structure: Wall- Mounted

Illumination: Non

Location: 48 Elias Motsoaledi Road

Size: 2m x 10m

Ref Number: KWZ-WM-01

Orientation: Landscape

GPS: (Latitude) -26.232959 / (Longitude) 27.875824

Traffic Count Per Month: 200,000

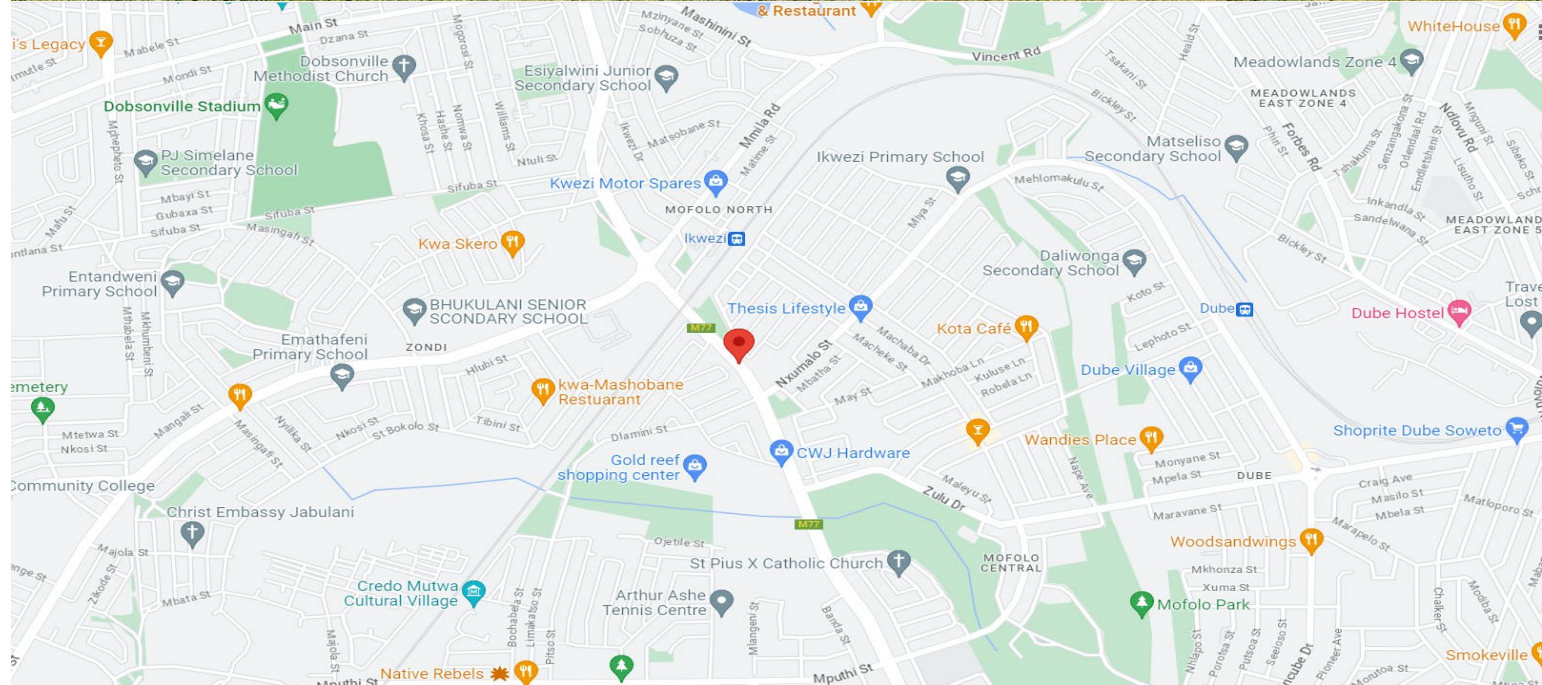
Demographic Profile: LSM 5-7

Contracts: 3-6-9-12-24 Months

Availability: Immediately

Ikwezi Train Station, Mofolo, Soweto, Gauteng

The site is located at Elias Motsoaledi Road, connecting Chris Hani Road and traffic from Dube Village to Jabulani Mall and Dobsonville Mall.



Structure: Wall- Mounted

Illumination: Non

Location: Phefeni Railway Station

Size: 2m x 10m

Ref Number: PHFN-WM-EX01

Orientation: Landscape

GPS: (Latitude) --26.235718, / (Longitude) 27.904443

Traffic Count Per Month: 400,000

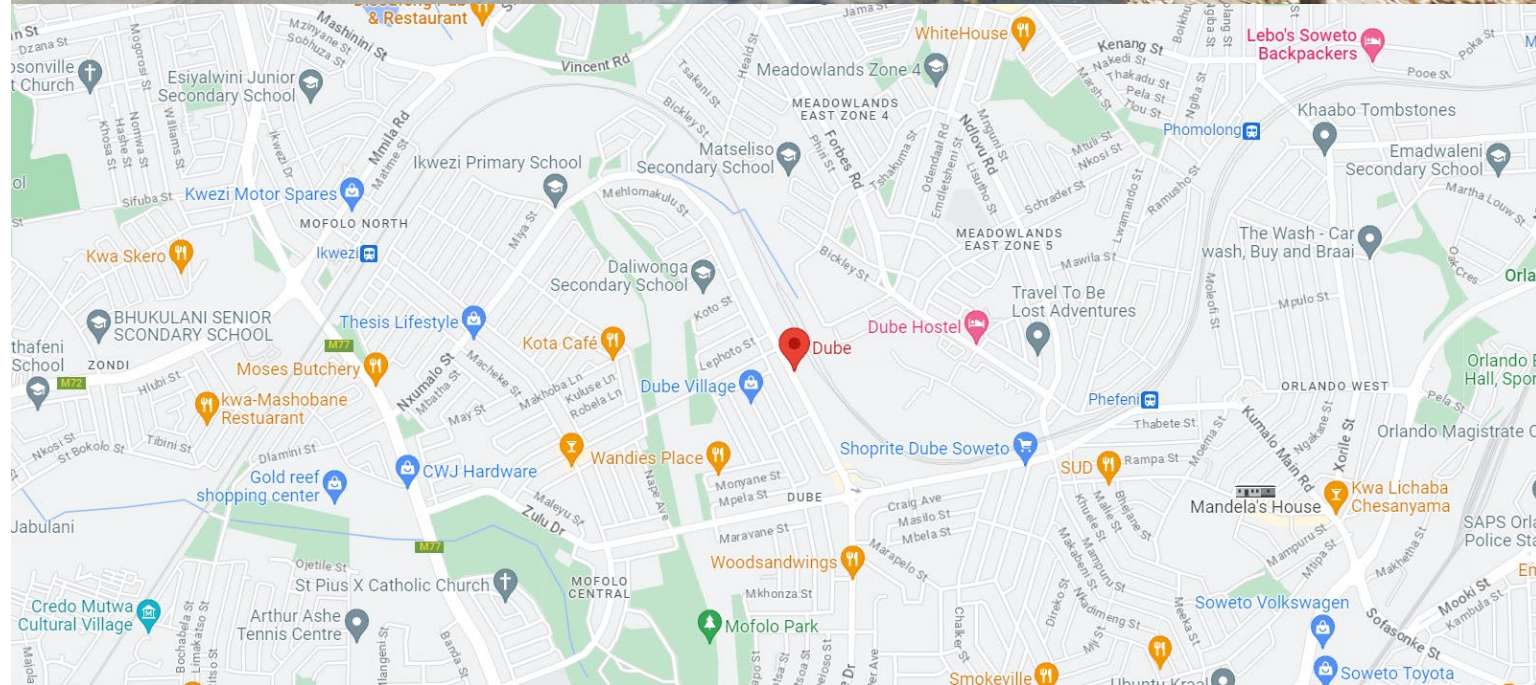
Demographic Profile: LSM 5-7

Contracts: 3-6-9-12-24 Months

Availability: Immediately

Phefeni Train Station, Orlando West, Soweto, Gauteng

The site is located at Orlando West, Phela Main Road, Is not far from Historical Place Hector Peterson Museum. The street connects to Khumalo Street which connects to Klipspruit Valley.



Structure: Wall- Mounted

Illumination: Non

Location: 68 Bird Street Mayfair Johannesburg

Size: 2m x 10m

Ref Number: MYF-WM01_LEFT

Orientation: Landscape

GPS: (Latitude) -26.204310, / (Longitude) 28.014178

Traffic Count Per Month: 100,000

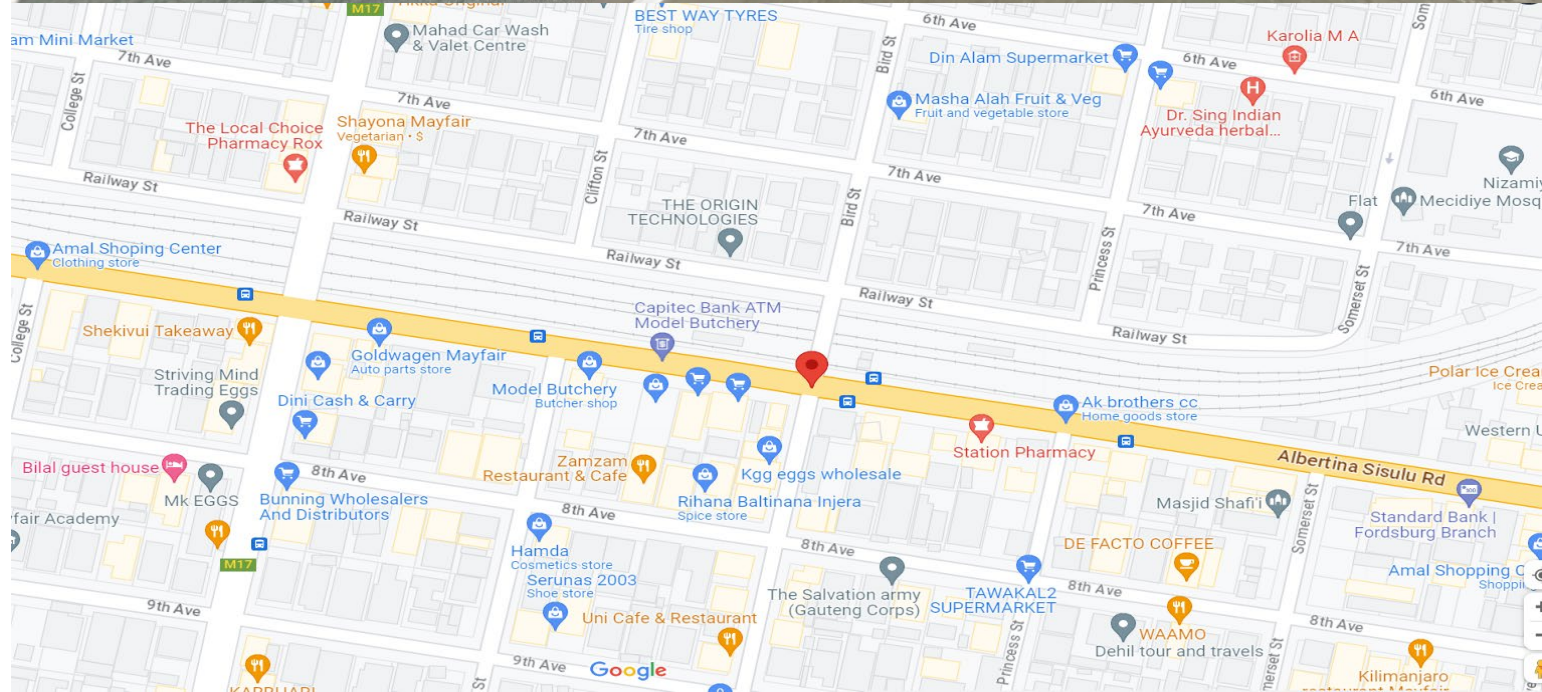
Demographic Profile: LSM 5-7

Contracts: 3-6-9-12-24 Months

Availability: Immediately

Bird Street Mayfair Johannesburg

The site is located at the corner of Albertina Sisulu Road, and Bird Street. The busy street that goes to Johannesburg CBD.



Structure: Wall- Mounted

Illumination: Non

Location: 98 Central Ave Mayfair Johannesburg

Size: 2m x 10m

Ref Number: MYF-WM02_LEFT

Orientation: Landscape

GPS: (Latitude) -26.204180, / (Longitude) 28.012198

Traffic Count Per Month: 1000,000

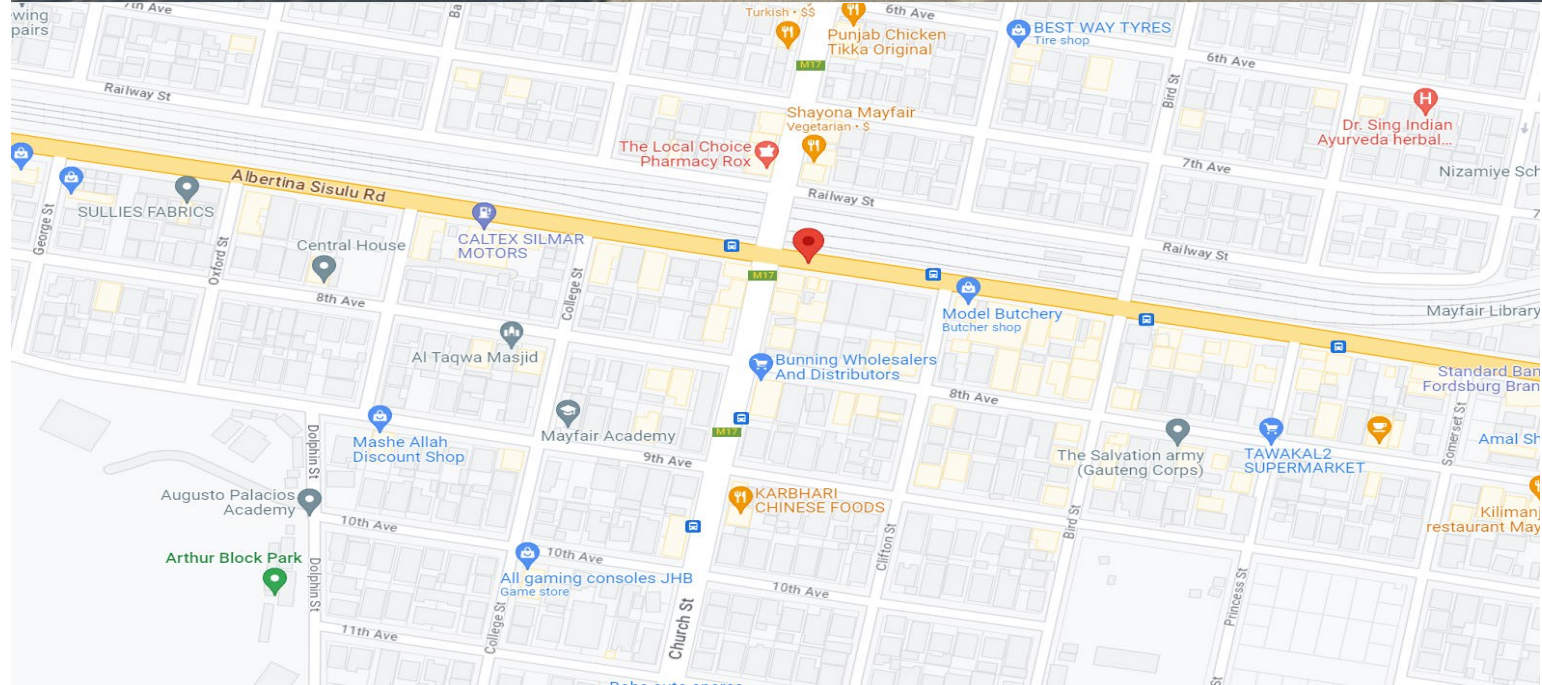
Demographic Profile: LSM 5-7

Contracts: 3-6-9-12-24 Months

Availability: Immediately

98 Central Ave Mayfair Johannesburg

The site is located at the corner of Albertina Sisulu Road, and M17 Church Street. The busy street that connects Main Reef Road to Johannesburg CBD.



Structure: Wall- Mounted

Illumination: Non

Location: 72 M17 Mayfair Johannesburg

Size: 2m x 10m

Ref Number: MYF-WM03_RIGHT

Orientation: Landscape

GPS: (Latitude) -26.203927, / (Longitude) 28.011966

Traffic Count Per Month: 1000,000

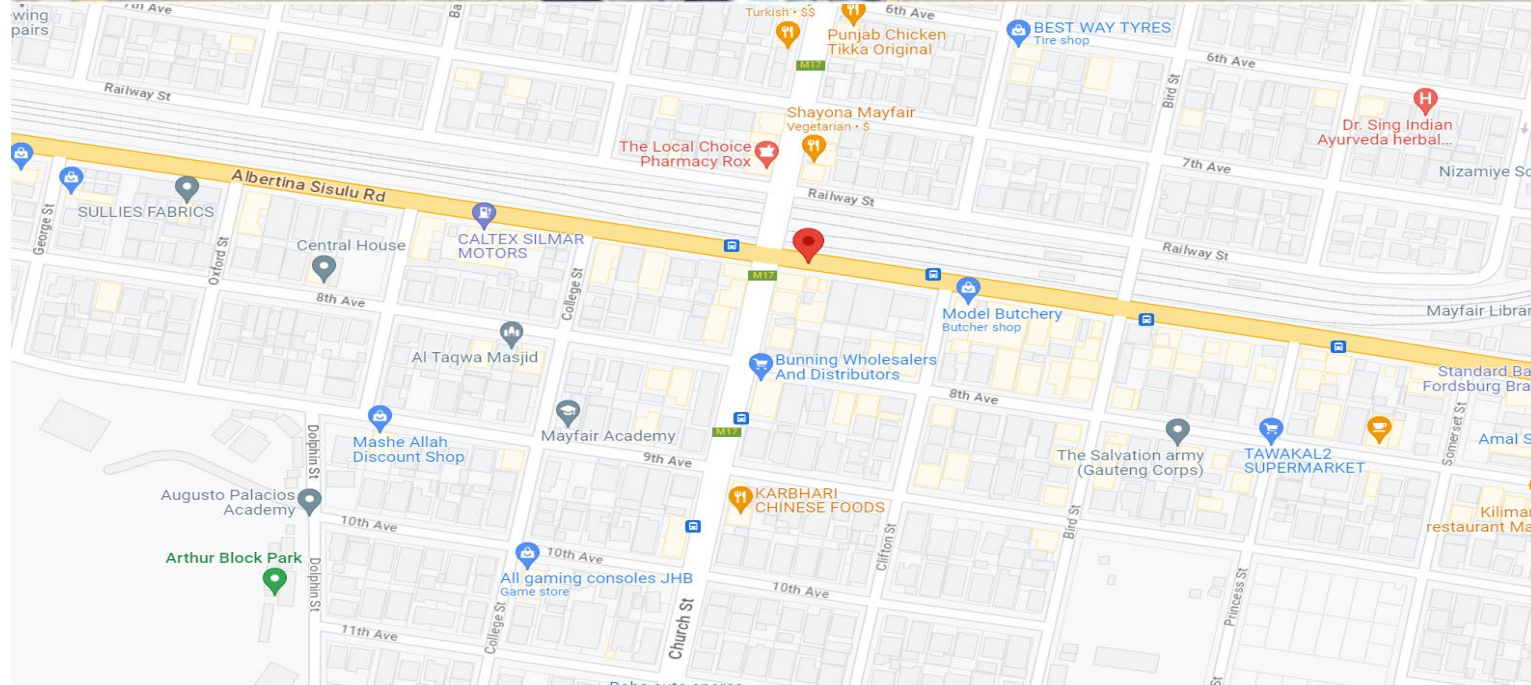
Demographic Profile: LSM 5-7

Contracts: 3-6-9-12-24 Months

Availability: Immediately

79 M7 Mayfair Johannesburg

The site is located at the corner of Albertina Sisulu Road, and M17 Church Street. The busy street that connects Main Reef Road to Johannesburg CBD.



Structure: Wall- Mounted

Illumination: Non

Location: 70 M17 Mayfair Johannesburg

Size: 2m x 10m

Ref Number: MYF-WM04_LEFT

Orientation: Landscape

GPS: (Latitude) -26.203817, / (Longitude) 28.012036

Traffic Count Per Month: 1000,000

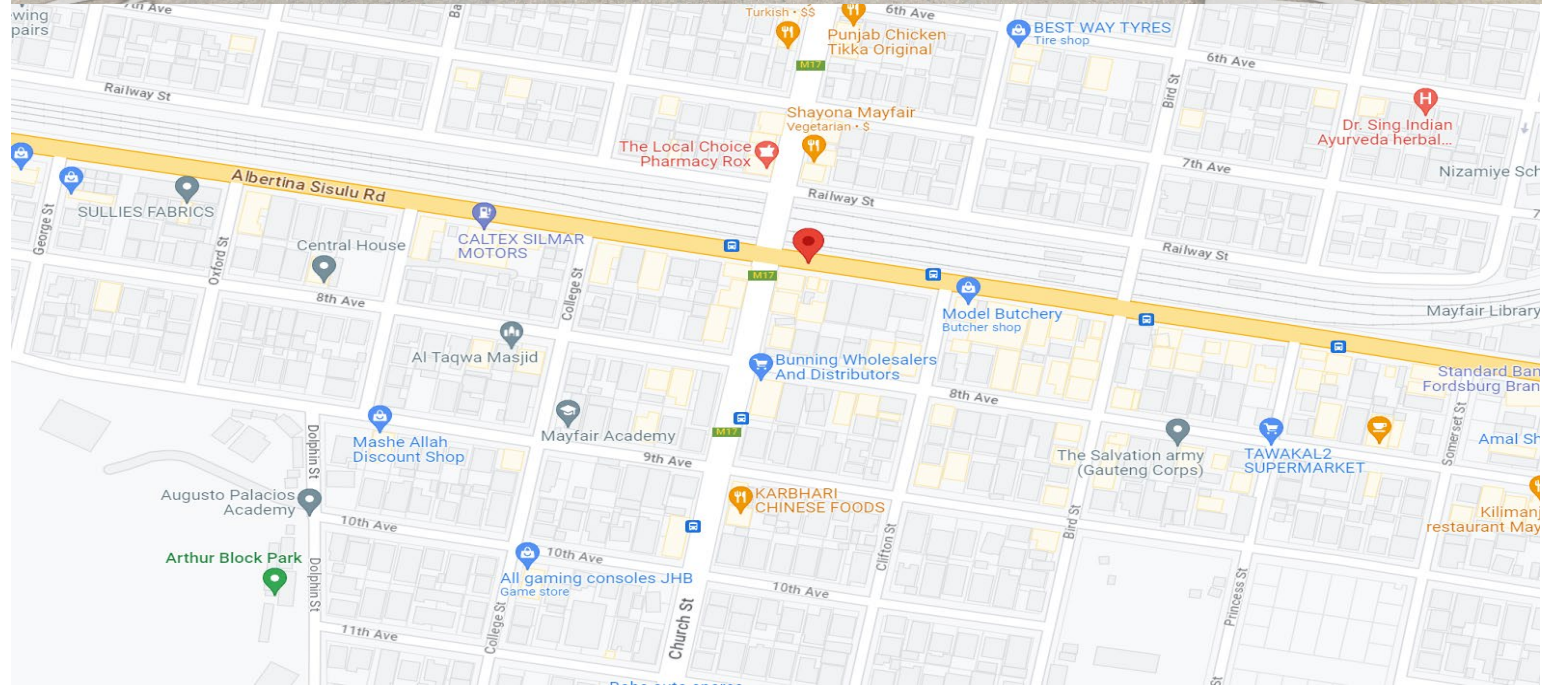
Demographic Profile: LSM 5-7

Contracts: 3-6-9-12-24 Months

Availability: Immediately

70 M7 Mayfair Johannesburg

The site is located at the corner of Albertina Sisulu Road, and M17 Church Street. The busy street that connects Main Reef Road to Johannesburg CBD.



Structure: Wall- Mounted

Illumination: Non

Location: 92 Albertina Sisulu Road Mayfair Johannesburg

Size: 2m x 10m

Ref Number: MYF-WM05_RIGHT

Orientation: Landscape

GPS: (Latitude) -26.204141, / (Longitude) 28.011803

Traffic Count Per Month: 1000,000

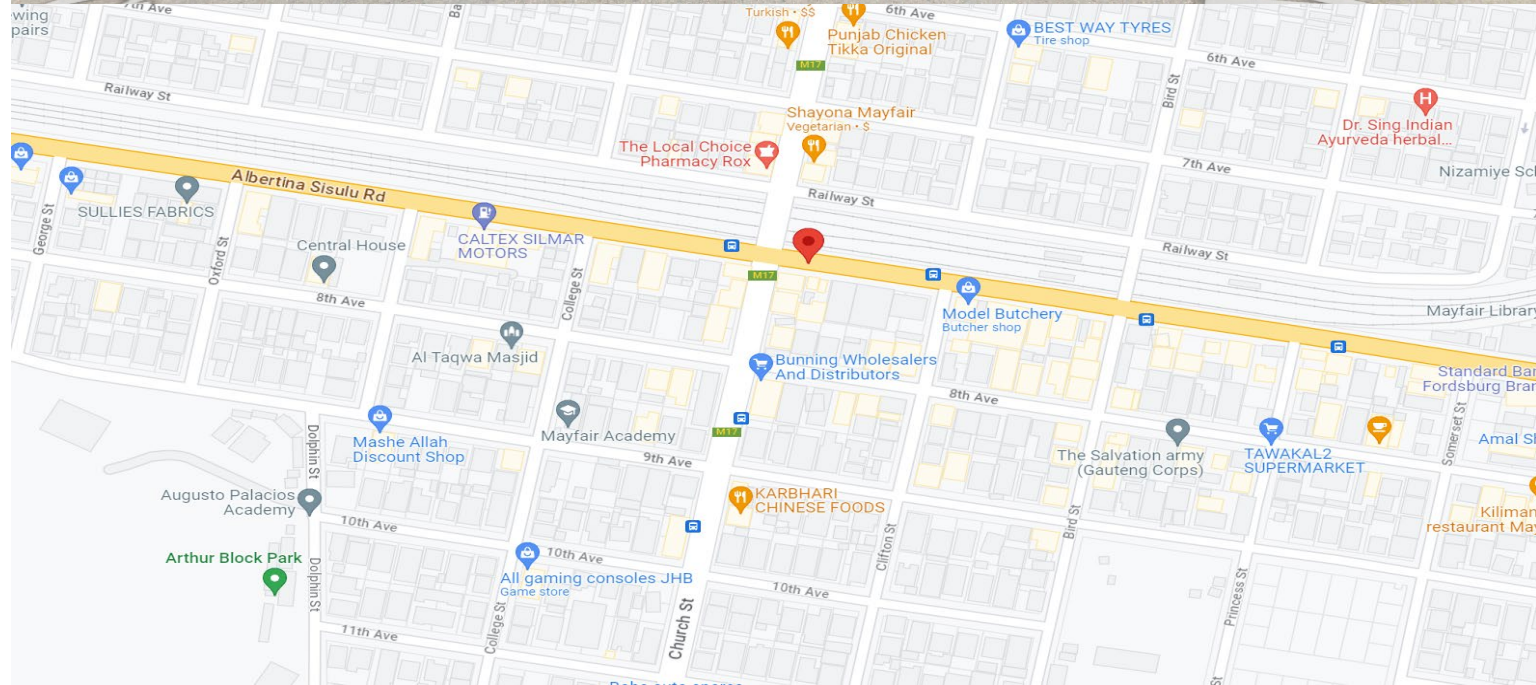
Demographic Profile: LSM 5-7

Contracts: 3-6-9-12-24 Months

Availability: Immediately

92 Albertina Sisulu Road Mayfair Johannesburg

The site is located at the corner of Albertina Sisulu Road, and M17 Church Street. The busy street that connects Main Reef Road to Johannesburg CBD.



Structure: Wall- Mounted

Illumination: Non

Location: New Canada Bridge New Canada Johannesburg

Size: 2m x 6m

Ref Number: LAN003041_Head_On

Orientation: Landscape

GPS: (Latitude) -26,2107758, / (Longitude) 27,9521603

Traffic Count Per Month: 300,000

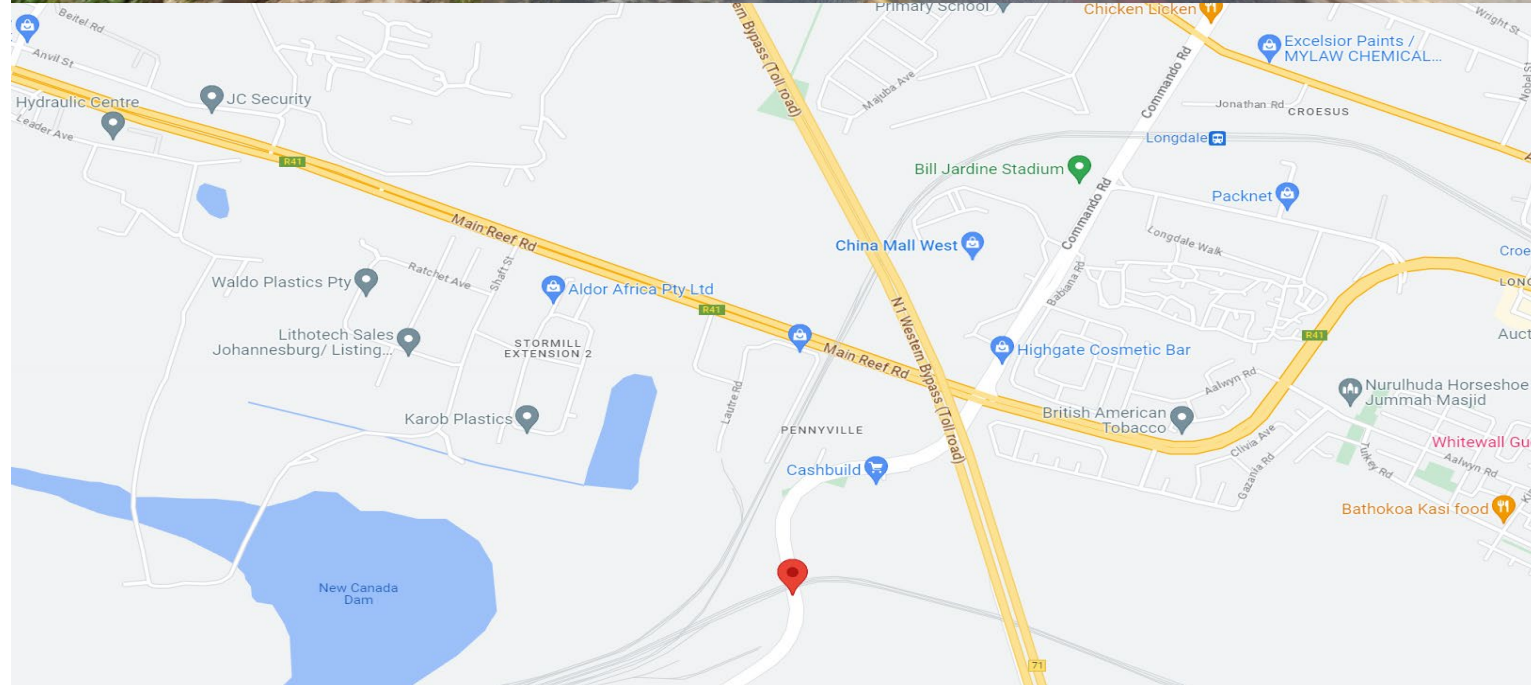
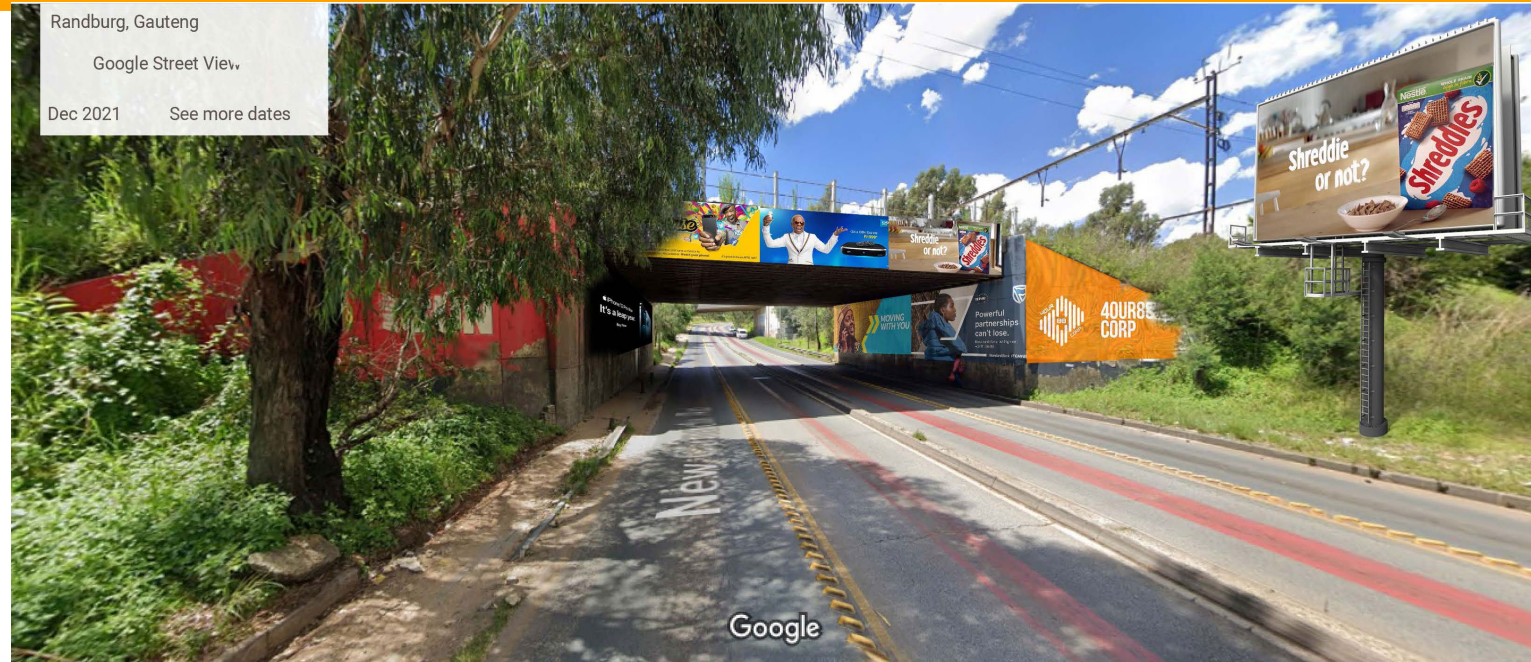
Demographic Profile: LSM 5-7

Contracts: 3-6-9-12-24 Months

Availability: Immediately

New Canada Road, New Canada Johannesburg

The site is located at New Canada Road, the road connects Moki Street and Main Road. The busy street from Soweto to China Mall West.



Structure: Wall- Mounted

Illumination: Non

Location: Olive Street Orlando

Size: 2m x 6m

Ref Number: WHLM01_Left

Orientation: Landscape

GPS: (Latitude) -26.226235, / (Longitude) 27.910281

Traffic Count Per Month: 100,000

Demographic Profile: LSM 5-7

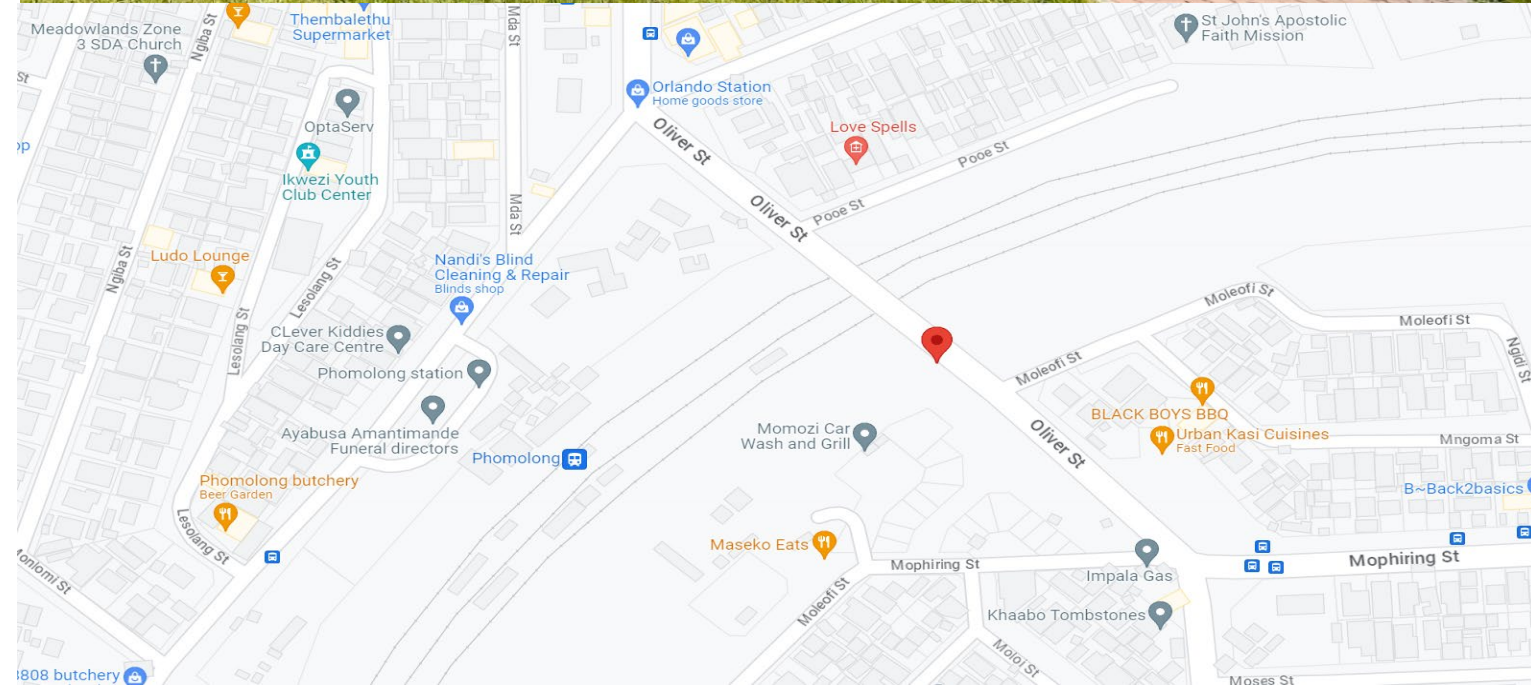


Contracts: 3-6-9-12-24 Months

Availability: Immediately

Olive Street, Orlando West Soweto

The site is located at Olive Street Orlando West. The street connects Klipspruit Valley Road and Martha Louw Street Orlando Stadium ahead Olive Street. The street used by public transport from Baragwana to Dobsonville Mall and Medowlands Mall.



Structure: Wall- Mounted

Illumination: Non

Location: Newclare Road Coronationville Johannesburg

Size: 2m x 10m

Ref Number: WHLN-01_Left

Orientation: Landscape

GPS: (Latitude) -26.202768, / (Longitude) 27.984016

Traffic Count Per Month: 150,000

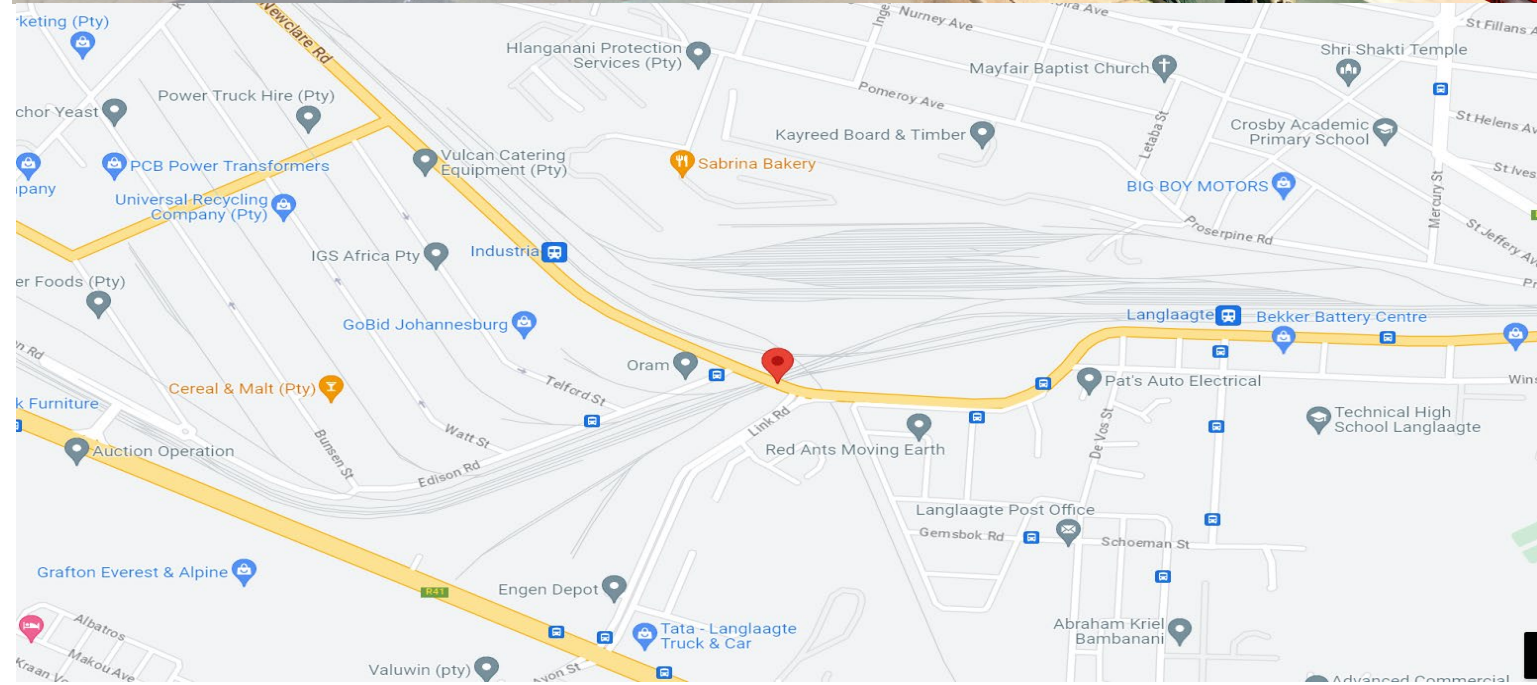
Demographic Profile: LSM 5-7

Contracts: 3-6-9-12-24 Months

Availability: Immediately

Newclare Rd, Coronationville, Johannesburg,

The site is located at Coronationville Johannesburg. The street connects Albertina Sisulu Road up to Market Street Johannesburg, Most Audience are people who drive to work and public transport pass this Road to Johannesburg from Soweto and Roodepoort.



Structure: Wall- Mounted

Illumination: Non

Location: Newclear Road Coronationville Johannesburg

Size: 2m x 10m

Ref Number: WMOE-02_LEFT

Orientation: Landscape

GPS: (Latitude) -26.225055, / (Longitude) 27.929891

Traffic Count Per Month: 2000,000

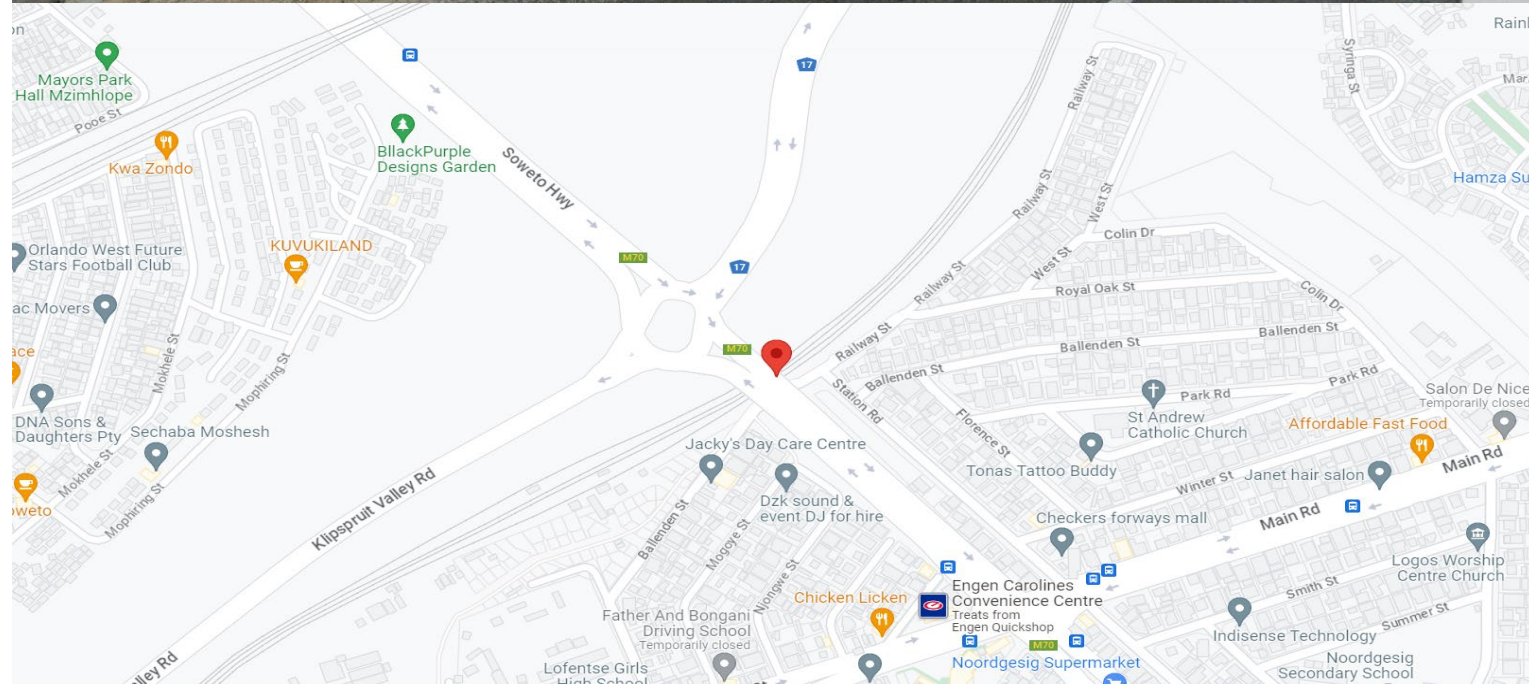
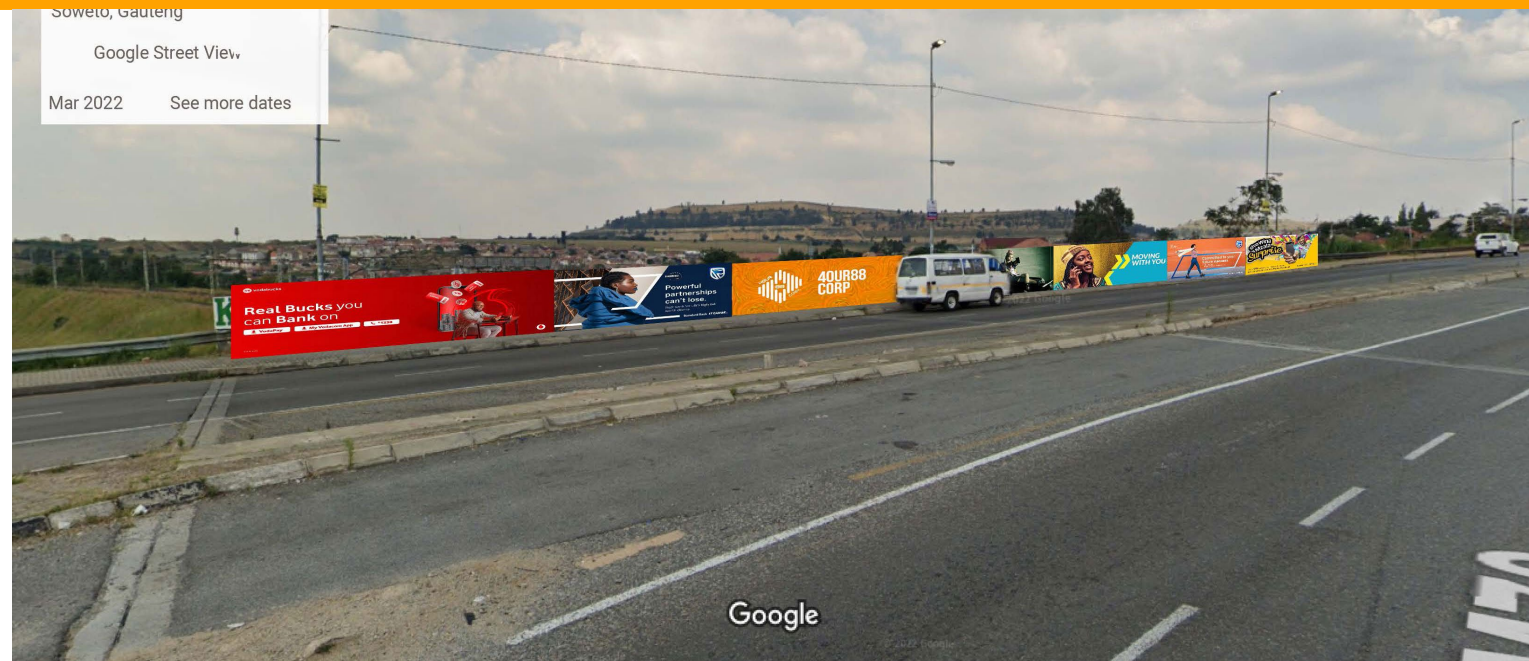
Demographic Profile: LSM 5-7

Contracts: 3-6-9-12-24 Months

Availability: Immediately

M70 Orlando East, Soweto,

The site is located M70 Orlando East, Soweto . The street connects Klipspruit Valley and M70 Road, Most Audience are people who drive to work and public transport pass this Road to Johannesburg from Soweto.



Structure: Billboard

Illumination: Non

Location: Orlando West Vilakazi Street

Size: 3m x 6m

Ref Number: OWVL-01

Orientation: Landscape

GPS: (Latitude) -26.238780, / (Longitude) 27.908991

Traffic Count Per Month: 600 000

Demographic Profile: LSM 5-7

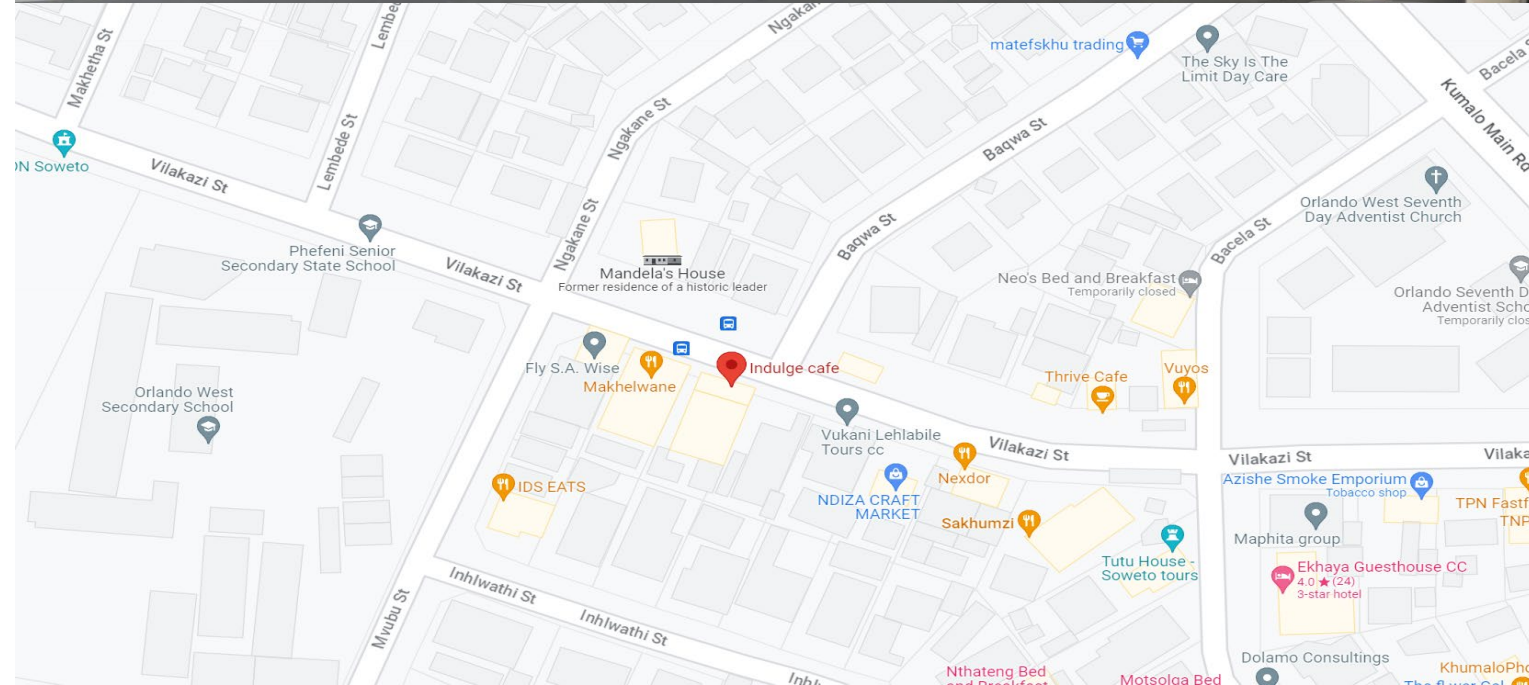
Contracts: 3-6-9-12-24 Months

Availability: Immediately

Vilakazi Street, Orlando West Soweto

The site is located at Vilakazi Street Orlando West.

The Billboard is situated at the historical street where tourists and business owners have lunch and entertainment.





Thank You

Icebolethu Funerals
We do life with YOU.

Umasingwabisane usukela ku-R70 ngenyanga

"Umasingwabisane ozikhokhela wona"

Thola u-10% wemali osuyikhokhile uma ungakaze ufake
i-claim eminyakeni emihlanu
"Ipholisi yakho kumele ibe sesimweni esihle kuyo yonke laminyaka eyisihlanu."

10% CASH BACK

