

Indoor Advertising Rates 2012



10 REASONS WHY TO USE INDOOR ADVERTISING AT CLEARWATER MALL

1. Meeting your market face to face
2. Gathering competitive intelligence
3. Promoting your company image
4. Building brand awareness
5. Launching new products or services
6. Direct selling to serious buyers
7. Generating high quality sales
8. Educating the customer market
9. Improving media relations
10. Generating media exposure



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MEDIUM	NO. OF UNITS	LOCATION	COST p/unit (pm)
A0 Poster frames (outdoor)	20	Entrance 2	R500
A0 Poster frames (double sided in Mall)	4	Entrance 1, 3, 4, 5	R500
A1 Clipper frames	5	Various places in mall	R350
A1 Poster Frames	14	Bathroom passages	R250
Billboards	4	Woolworths	R18 000 (for set)
Billboards	4	Pick & Pay	R18 000 (for set)
Billboards	6	Sheet Street	R3 000 (for set)
Billboards	6	Mugg & Bean	R3 000 (for set)
Billboard	1	Entrance 9	R5 000
Billboard	2	Entrance 7 & 8	R5 000
Entrance doors	9	Entrance 1, 2, 3, 4, 5, 6,7,8, 9	R5 000
Escalator	1	Dis-Chem (entrance 3 & 9)	R5 000
Escalator	1	NuMetro	R10 000
Flyer Hand-outs		Booms / Entrances	R1 000 (per day)
Light Boxes	5	Parking, entrance 1, 3, 7, 8, 9	R4 000
Parking Pillar wraps		Undercover / Open	R300
		Set of 25	R6 000
In-centre Pillar wraps		Various Locations in Mall	R1 250
Pay stations	19	Mall Entrances	R800
Boom branding	22	Entering & Exit	R1 250
Boom housing	22	Entering & Exit	R4 500
Parking Tickets	Batch of 25 000		On request
Hanging Banners	4	Pick & Pay (Portrait)	R4 000 (for set)
Hanging Banners	8	Woolworths (Portrait)	R8 000 (for set)
Hanging Banners	6	Entrance 2 - Entrance 3	R6 000 (for set)
Hanging Banners	9	Woolworths - Edgars	R9 000 (for set)
Hanging Banners	9	Edgars - Pick & Pay	R9 000 (for set)
Hanging Banners	7	Pick & Pay - Entrance 2	R7 000 (for set)
Lift Doors	2 Sets	NuMetro	R9 000
Lift Doors	2 Sets	Piazza	R9 000
Lift Doors	1 Set	Dischem upper or lower	R2 500
Lift Doors	2 Sets	Standard Bank upper or lower	R6 000
Lift Doors	2 Sets	P&P lower	R7 000
Lift Doors	2 Sets	P&P undercover parking	R7 000

Please note: ALL PRICES **EXCLUDE VAT**. All artwork subject to approval. These rates do not include production & installation.

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NUMETRO ESCALATORS



DIS-CHEM ESCALATORS



WOOLWORTHS BILLBOARDS



ENTRANCE 7 & 8 BILLBOARDS



PICK 'N PAY BILLBOARDS



LIFT DOORS



LIFT DOORS



ENTRANCE DOORS



A1 POSTER STANDS



BOOM BRANDING



PILLAR WRAPS



HANGING BANNERS



A0 POSTERS



PAY STATIONS



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