

# Indoor Advertising Opportunities



## 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



# Indoor Advertising Rates



MEDIUM	NO. OF UNITS	LOCATION	COST p/unit (pm)
A0 Poster frames (double sided)	5	NuMetro, Entrance 1, 3, 4, 5	R2 000
A1 Clipper frames	5	Various places in mall	R800
A1 Poster		Bathroom passages	R350
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
Pay stations	19	Mall Entrances	R800
Boom branding	22	Entering & Exit	R1 500
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)
<b>LIFT DOORS</b>			
NuMetro			R9 000
Piazza			R9 000
Dischem upper or lower			R2 500
Standard Bank upper or lower			R6 000
P&P lower			R7 000
P&P undercover parking			R7 000

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

# Indoor Advertising Opportunities



NUMETRO ESCALATORS



DIS-CHEM ESCALATORS



WOOLWORTHS BILLBOARDS



ENTRANCE 7 & 8 BILLBOARDS



PICK 'N PAY BILLBOARDS



LIFT DOORS



LIFT DOORS



ENTRANCE DOORS



ENTRANCE DOORS



BOOM BRANDING



HANGING BANNERS



HANGING BANNERS



A0 POSTERS



PAY STATIONS



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