

RateCard

SITE NO: CA001

17 Montague Drive, Montague
Gardens, Cape Town, 7441

Duma Media sets your brand in motion with stunning quality, industry leading out of home tech, delivered by the absolute best in the business.

- our eye catching LED Screen is unmissable, delivering dynamic, vivid content to audiences.
- Flexibility in location and scheduling
- Cost effective, powerful reach and hyper localized.

-33.859775,18.5183847,17



This Billboard is a mockup, but approved by CoCT, Going live 28 February 2026. Note measurement data is speculative, accurate audience measurement data will be available on OMC in March 2026

DEMOGRAPHICS

Male female 25 - 40 yrs old 15 - 25 yrs old 40 & older



- Mix of Low-, middle- and upper-income segment, LSN 6-10
- Commercial and Industrial commuter workforce.
- **Retail**-Canal Walk Mall, Porsche Dealership, Burchmores Auctioneers, Food Lovers Market, Clicks Pharmacy, Makro Hirsche's
- **Bank Branches**- FNB, Absa, African Bank, Standard Bank
- **Car Service**- Bosch Car Serve, Autospec, Cartime, Car Service City,Dals Motor Group, Goldwagen, Midas etc.

- Location: Burpark Building, 17 Montague Drive
- Screen Size: 4m x 7m
- Slots: 12 per rotation (15s each, 8.3% SOV)
- Monthly Rate: Request for quotation
- Estimated Visibility (VAC) 100,000 impressions
- Target Audience: Commuters, Industrial Staff, SME Decision Makers, Retail Shoppers
- USP: Positioned in a high-traffic corridor connecting Century City, Canal Walk, Milnerton, and Montague Gardens.

17 Montague Drive, Burpark
Building, Montague Gardens,
Cape Town 7551

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Burpark Building| Montague Gardens | Western Cape
Sign Dimensions 4m x 7m | Resolution P8 Digital Billboard

About Duma Outdoor Media

Duma Media is an emerging force in South Africa's Out of Home landscape, offering advertisers a modern, high impact digital platform with the flexibility and local agility that national operators often lack.

We specialize in delivering high quality exposure across key commuter and retail corridors.

Our mission is simple, to connect brands with audiences where they live, move, and make decisions. By leveraging cutting-edge LED technology, strategic placement, and responsive client service, we give advertisers the visibility and impact their campaigns deserve.

The Burpark Site

Located at 17 Montague Drive in Montague Gardens, the Burpark digital screen is Duma Media's flagship installation. measuring an impressive 4m x 7m, the screen is strategically positioned along one of Cape Town's busiest commercial arteries linking Century City Canal Walk, Milnerton, and Montague Gardens.

With twelve advertising slots per loop, each running for fifteen seconds, advertisers secure an 8.3% share of voice within every rotation. The site commands approximately one 100 000 monthly visibility-adjusted impressions (VAC), offering advertisers an unmatched cost efficiency ratio. This is a high-value option for brands seeking visibility within the Industrial, Retail, Commercial and SME corridors in Cape Town.

Location Insight

The Burpark site sits in the epicentre of Cape Town's industrial and retail nexus. Surrounded by automotive dealerships, logistics hubs, light industrial factories, and retail outlets, the area experiences dense vehicular traffic during morning and evening peaks.

This high dwell time creates the perfect environment for message retention and brand recall. The screen's commanding placement ensures that advertising messages reach thousands of daily commuters, delivery drivers, and retail consumers moving between Montague Gardens, Century City, and Milnerton. Its proximity to major intersections further enhances exposure, guaranteeing strong brand presence throughout the day.

Audience Profile

The Burpark site speaks to a diverse, economically active audience. Approximately 58% of viewers are male and 42% female, with the dominant age segment falling between 25 and 40 years old. This demographic represents the decision makers and earners driving Cape Town's commercial activity.

They consist of professionals and Small to Medium business owners, retail shoppers, and industrial employees, primarily within the LSM 6–10 income group. The area's daily traffic flow connects audiences who frequent Canal Walk, Makro, Takealot and Food Lovers Market, as well as nearby banking, automotive, and tech retail outlets.

Why Partner with Us

Our pricing structure delivers up to thirty percent savings compared to established Out Of Home networks without compromising on visibility or screen quality.

Campaigns benefit from quick turnaround times, no creative change fees, and a level of responsiveness that only a locally managed operator can offer. Our screens are high resolution, programmatic ready, and maintained to ensure consistent brightness and uptime. In short, we provide premium exposure at sub premium pricing, backed by a client service ethos that prioritise speed, transparency, and flexibility.

Market Comparison

Prominent OOH players operate comparable digital sites in Claremont, Bellville, and Milnerton, charge between R35,000 and R37,500 per 15-second slot. Our Burpark Digital Screen, Our remains competitive and still delivers the same visibility range and in some cases a higher dwell time, at a substantially lower cost.

This positions Duma Media as a strategic value alternative for media buyers seeking to stretch campaign budgets without compromising on location quality or audience reach. The cost per impression at Burpark Montague Gardens averages R0.27 outperforming many national sites on efficiency metrics.

Our Value Proposition

Duma Media's approach is partnership-driven. We work closely with you to optimise schedules, manage campaign performance, and ensure smooth creative delivery. Our contracts are flexible, accommodating short-term activations and long-term campaigns.

We understand that advertisers require consistent reporting and proof of flighting & performance, and we deliver that through transparent data and client communication. Our goal is to make media buying easy and hassle free, by delivering premium exposure, measurable impact, and competitive pricing that drives ROI.

Brand Statement

At Duma Media, we believe great advertising deserves to be seen. Our Burpark site represents the next generation of digital Out of Home dynamic, data ready, and strategically located in one of Cape Town's fastest-growing business corridors.

We're not just another screen operator we're your partner in visibility.

Get in Touch

For bookings, availability, and media partnerships, connect with:

Percy@dumaoutdoormedia.com