



Location: Montague Gardens, Cape Town

Format: Digital LED Billboard

Size: 4m x 7m

Loop Structure: 12 Slots (15 seconds each)

Share of Voice per Advertiser: 8.3%

Audience Delivery (Per Slot – Monthly)

Metric Delivery

Reach – 172 632

Frequency – 4,75

Impressions – 2 050 005

CPM – R158

Rate: R27 000/Slot /Month



Lat:33°51'35.87"S Long:18°31'15.88"E

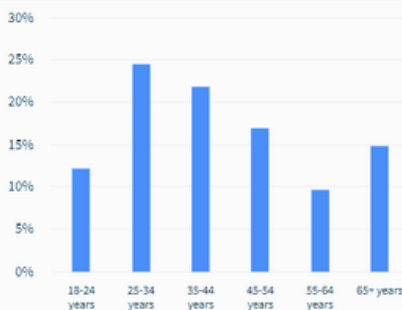


Impressions
820,200

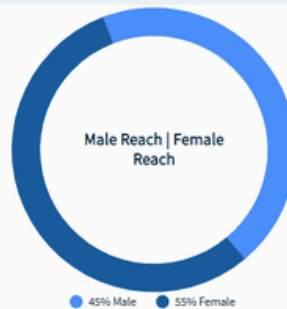
Reach
172,673

Average Frequency
4.75

Age (in %)



Gender



DUMA OUTDOOR MEDIA Burpark Digital Billboard – Artwork Specifications
Screen Specs Physical Size: 4m (H) x 7m (w)

Native Resolution: 480 x 840 (Portrait)

Orientation: Portrait Static

Artwork Dimensions: 480 x 840px

Format: JPG / PNG

Colour: RGB

Max Size: 5MB

Video Artwork Dimensions Format: MP4 (H.264) (Outside WC)

Duration: Max 15 seconds

Frame Rate: 25 fps

Audio: Not allowed

Submission Submit 48 hours before campaign start. Non-compliant files may be rejected.

