

Campaign_4

Deal ID:ZA-DUM-TD-070526175243



Start Date :Jun 01, 2026

End Date :Jun 30, 2026

Duration (in Days) :30

The proposal is valid for next null days.

Overview of Campaign_4

Selections

Age Group

18-24 years

65+ years

Gender

Male, Female

Audience Segment

null

Selected Inventories

1 Inventory(ies)

1 Digital Billboard (s)

Ad Plays

9,000 - DB

Estimated Results

Impressions

820,200

Unique Reach

172,673

Average Frequency

4.75

eCPM

ZAR 32.92

Buyer Details

Company Name

Duma Outdoor Media

Deal Type

Traditional Booking

Brand

Test

Product

Test 1

Category

Business

Subcategory

Business

Here's a summary of the campaign being proposed. The set-up details and estimated results are provided.

Cost Breakdown

Name	Media Cost	Total Cost	Cost Per Day
Burpark CA001A/D	ZAR 27,000.00	ZAR 40,986.00	ZAR 900.00

Media Cost	ZAR 27,000.00
Sub Total	ZAR 27,000.00
Gross Total	ZAR 27,000.00
Platform Fee (32 %)	ZAR 8,640.00
Net Total	ZAR 35,640.00
Content Management Fee	ZAR 0.00
VAT (15%)	ZAR 5,346.00
Grand Total	ZAR 40,986.00

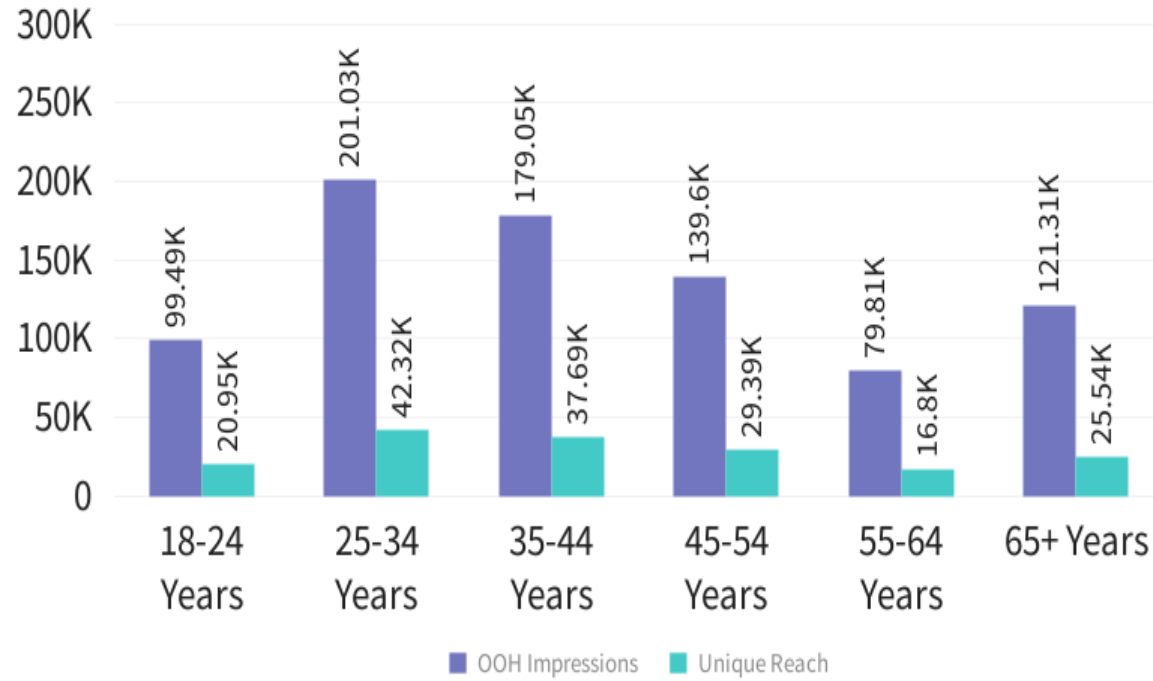
Schedule (DIGITAL)

Billboard Name	Start Date	End Date	Play Type	Play Hours	Planned Ad Plays	Sub-Total
Burpark CA001A/D	Jun 01, 2026	Jun 30, 2026	LOOP	5:00 AM - 8:00 PM	9000	ZAR 27,000

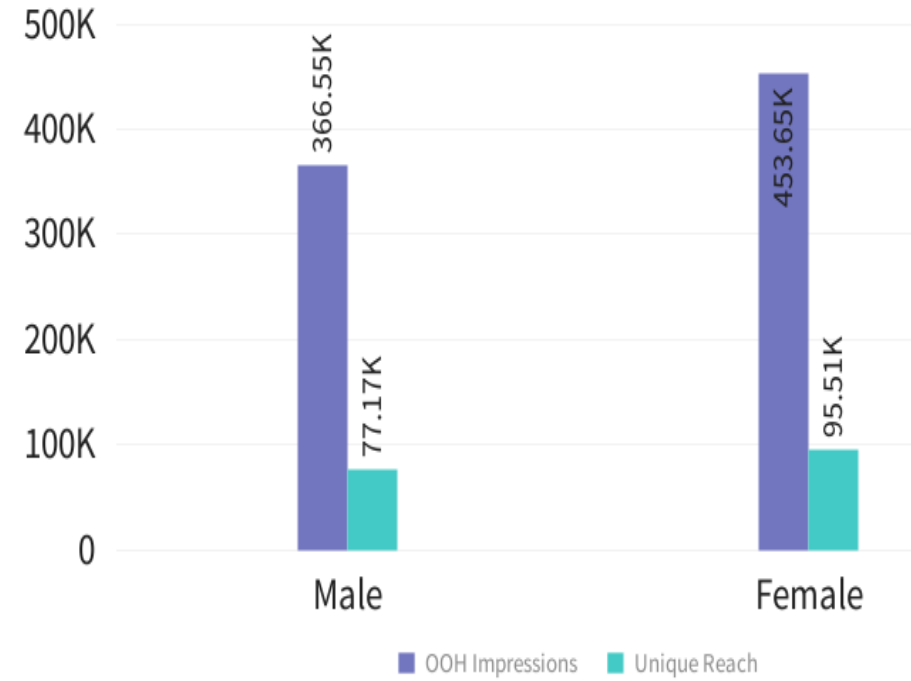
Potential Audience Summary

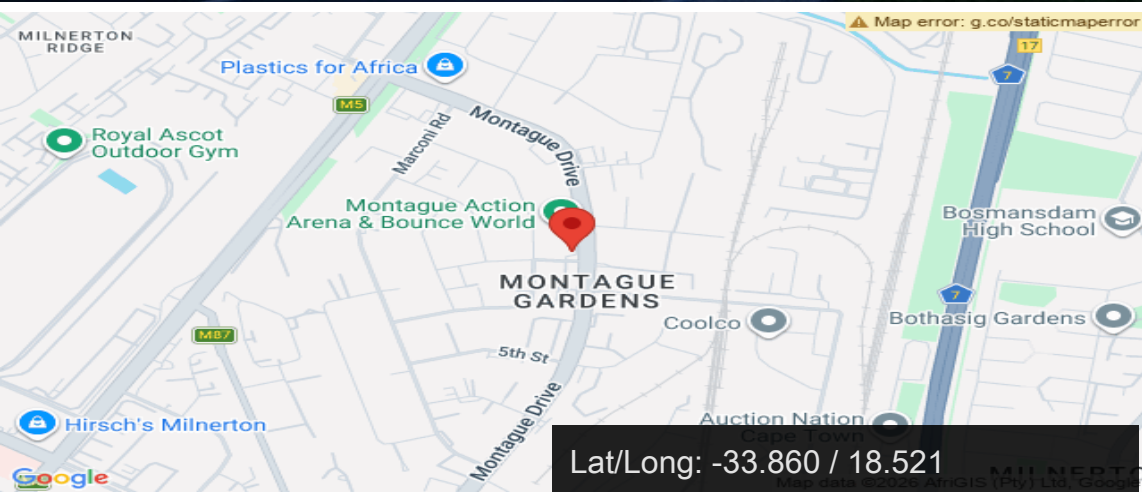
Here's a summary of the demographic analysis of the potential viewers of this campaign.

Age Group



Gender





Address
17 Montague Drive, Burpark Building, Montague Gardens, Milnerton, Cape Town

Inventory configuration as per schedule						Cost
Spot Duration	Avg Ad Play Delivery			Avg. Operations		/Inventory
	Per Hour	Per Day	Ad Plays	Op. Days	Op. Hours	
15	20	300	9,000	30	15	ZAR 27,000

More Details

Specification

Preferred Formats	Resolution (W x H) px	Size (W x H)	Category	Venue Type
mp4, jpg, jpeg, png	480px x 840px	13.12ft x 22.959999999999997ft	OUTDOOR	Outdoor, Billboards, Roadside

Details

Start Time	End Time	Number Of Screens	Available Days	Content Exclusion
5:00 AM	8:00 PM	1	MTWTFSS	Not disclosed

Performance

Impressions	Unique Reach	Average Frequency	eCPM	Custom POI's
820,200	172,673	4.75	32.92	Not disclosed

Site Description