



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

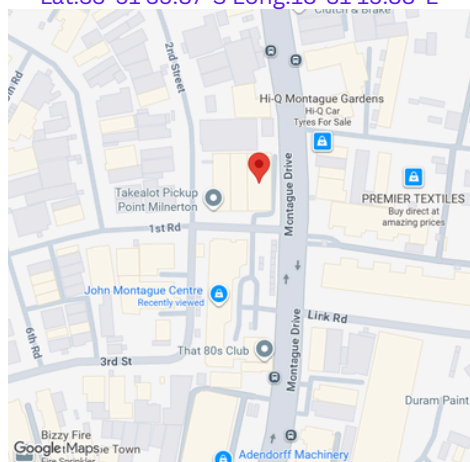
Impressions – 820 200

CPM – R158

Rate: R25 000/Slot /Month



Lat:33°51'35.87"S Long:18°31'15.88"E



Impressions
820,200

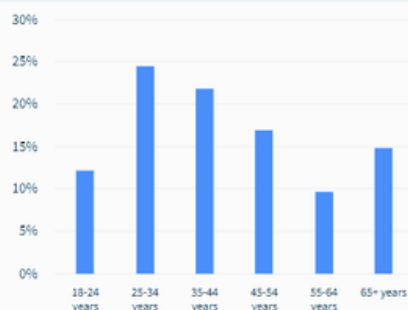


Reach
172,673

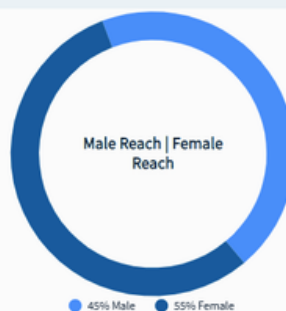


Average Frequency
4.75

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 Image

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.

Terms & Conditions

- Rates exclude VAT.
- Campaigns are subject to billboard availability.
- Booking is confirmed upon acceptance of the quotation and receipt of payment or purchase order.

Our digital billboard in Montague Gardens offers excellent exposure to high-volume commuter and commercial traffic, making it ideal for brand awareness and promotional campaigns.

Please let us know your preferred campaign dates and target location, and we will tailor a package to suit your requirements.

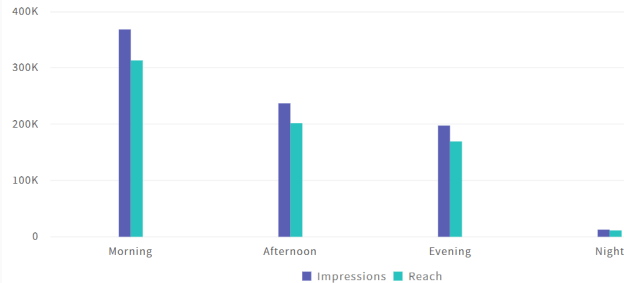
COCT PERMIT APPROVAL NO: 001700620423\2026

TIME OF THE DAY

Size of the audience at different times during the day

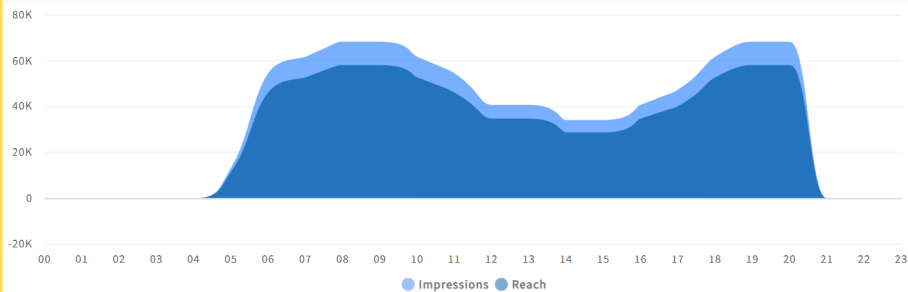


The number of audience seen through the different day parts of the day is shown.



HOURLY PERFORMANCE

What is the audience at different hours of the day?



Inventory Performance

How many people have seen your inventory this month



820,200

Total Impressions



172,673

Total Reach Achieved



4.75

Average Frequency



32.92

eCPM



An average person had a minimum opportunity of 5 times to see an ad on the inventory.



