

Provantage launches world-class commuter shelters

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Yesterday, at an official ceremony in Alexandra, the City of Johannesburg's Public Transportation MMC, members of the media, members of Public Transport Media, Provantage Out of Home Media, members of the Taxi Operating Investment Companies and VIP guests witnessed the unveiling of the city's new commuter shelters.

Public Transport Media, a joint venture between Leading Out of Home Company Provantage and the Taxi Operating Investment Companies, was awarded the tender to supply, erect and brand all commuter shelters that make up the entire public transport commuter facility provided by the City of Johannesburg Municipality. Public Transport Media will be maintaining and be responsible for all branding and advertising rights on the shelters for the next twelve years.

"The city of Johannesburg is the most populace economic hub in South Africa. This, coupled with the integration of all public transport into a single system ensures that commuter shelter advertising will enjoy an extremely high volume of commuter usage. The location of commuter shelters - a metre away from the road - also renders them highly visible to motorists and pedestrians," explains Jacques du Preez, MD of Provantage Out of Home Media.

Design

The new commuter shelter design lends itself to an innovative way of creative execution. The whole structure is made from recyclable material with a look and a functionality that is truly world-class. Some of the shelters will be illuminated using solar powered LED lighting technology.

Footprint

The footprint extends from the Northern most point in Midrand, right down to Ennerdale in the South, Eastgate Shopping Centre in the East and Soweto in the West of the City of Johannesburg. Over time, existing shelters will be replaced with new ones, but the first priority is to roll out where there are currently no shelters.

Benefits to Advertisers

- 2.8 million People in SA commute using buses every week, predominantly in the 4-6 LSM groups, so the medium commands genuine attention and interest.
- Commuter Shelter branding offers a flexible and cost effective Media Platform which works within a community 24 hours a day.
- Commuter Shelters are billboards to commuters as well as passing vehicles and foot traffic.



Commuters in Alexandra using the shelter



From left: Jacques du Preez – MD, Provantage, Skhumbuzo Nkosi – Director, Provantage, Eric Motshwane – Piotrans/Toic, Mr Pietersen – Director, PTM/Toic, Laurence Maqekoane – Acting MD Metrobus, Brenda Tshabalala – Toic/Chairperson Nanduwe Taxi Association, Rehana Moosajee – MMC Councillor, Nzwana Konco – Chairperson PTM, Maria Raoleka – Member of City of Johannesburg Transport Task Team, Gosame Montle - Gautrain

For more information, please contact Skhumbuzo Nkosi on sn@provantage.co.za or 0861 776 826.

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