



ROADSIDE OUTDOOR
AUDIENCE DATA

2015/16/17 OOH Guidelines

February 2019

Explanation

This document serves as a guide to assist in understanding the scope of Out-of-Home billboards that are loaded on the Quantum software.

The objective of the document is to understand the distribution of sites based on site audience reach and impacts.

This information will enable an assessment or evaluation of the audience volume delivered by set formats across all nine provinces as the population numbers and distribution are vastly different.

Through the understanding of the volume of sites associated with a set audience volume, it is possible to consider or assess how different billboard sizes perform.

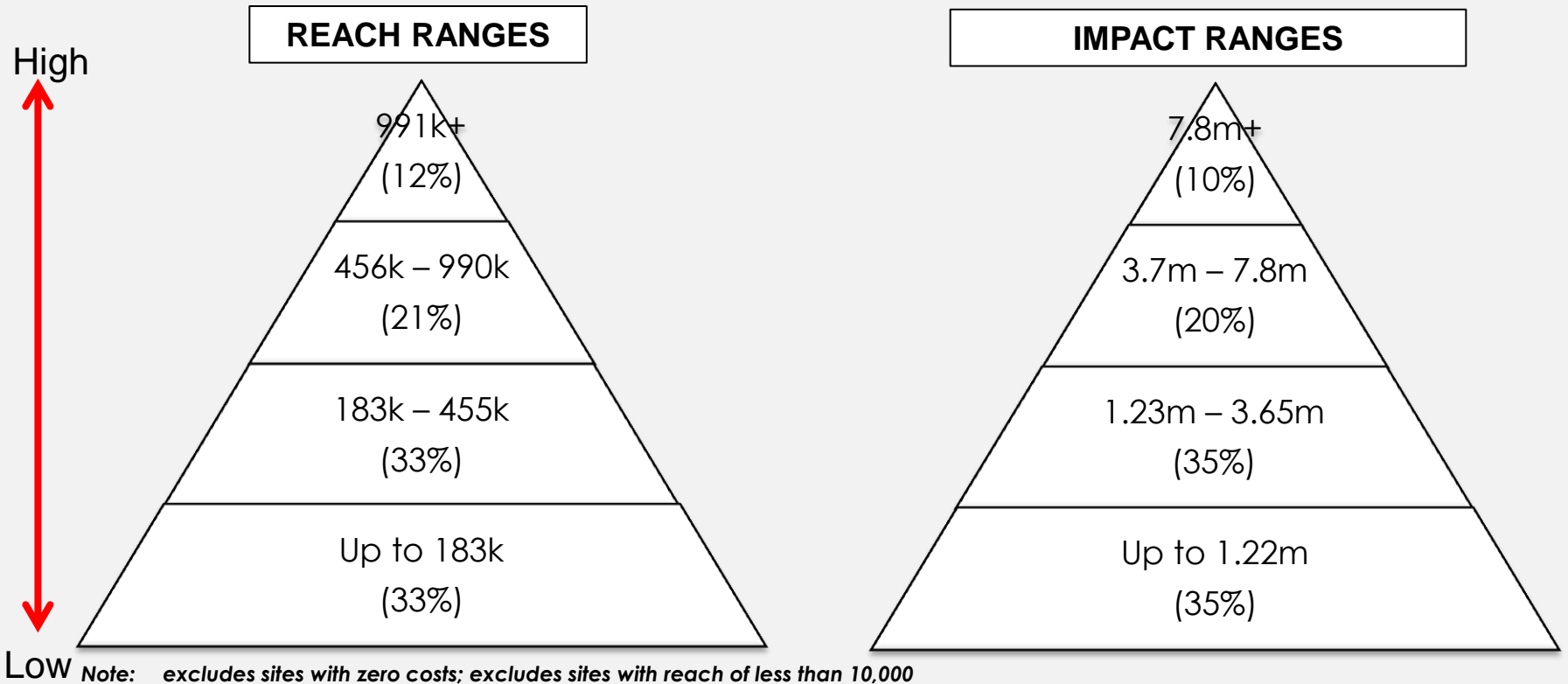
Note: The guideline ranges have been calculated into groups of unduplicated reach as well as impacts over a 4 week period. This demonstrates that as one moves up the pyramid there are fewer billboards available in the high reaching groups and at the lower levels more billboards are available. Therefore for the same costs/CPM one could potentially buy more billboards in the lower ranges and fewer billboards in the upper ranges.

AVERAGES (4 weeks): Gauteng

	Billboards 36m² and larger [1,657]	Billboards smaller than 36m² [1,458]
AVERAGE REACH	437k	174k
AVERAGE CPM REACH	R218	R289
AVERAGE IMPACTS	2.5m	1.2m
AVERAGE CPM IMPACTS	R16	R53
AVERAGE FREQUENCY	6.4	6.5

Note: excludes sites with zero costs; excludes sites with reach of less than 10,000

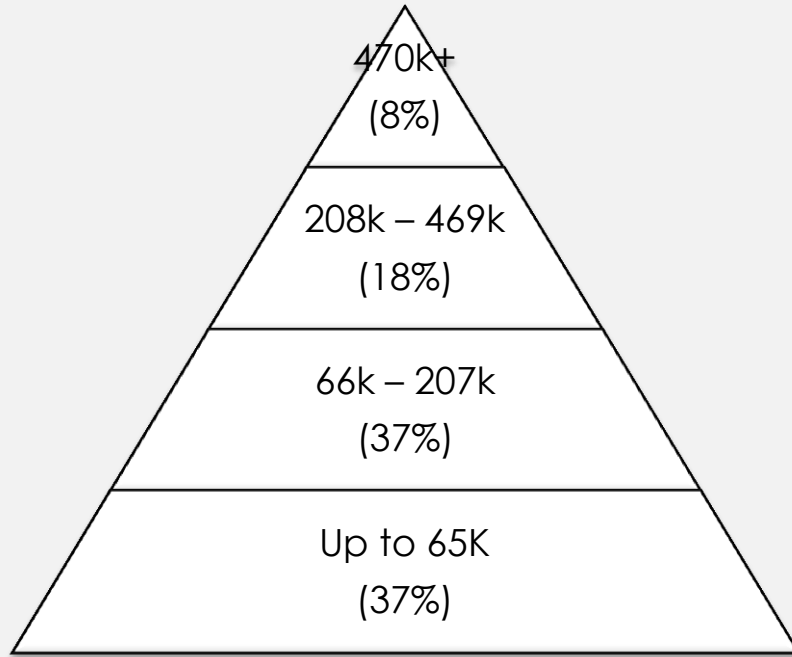
GP: GUIDELINE RANGES 36m² and larger (4 week campaign)



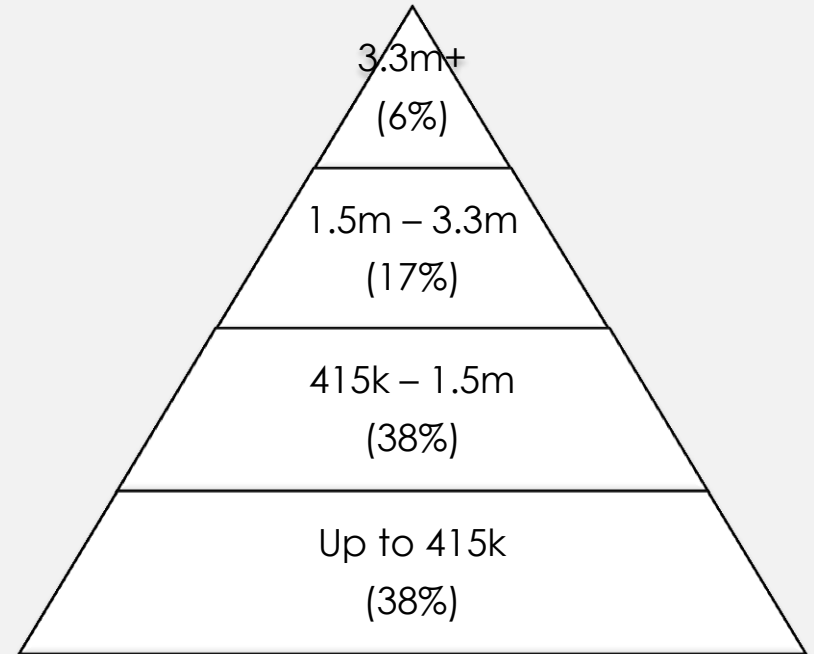
GP: GUIDELINE RANGES smaller than 36m² (4 week campaign)

High
↑
↓
Low

REACH RANGES



IMPACT RANGES



Note: excludes sites with zero costs; excludes sites with reach of less than 10,000

AVERAGES (4 weeks): Western Cape

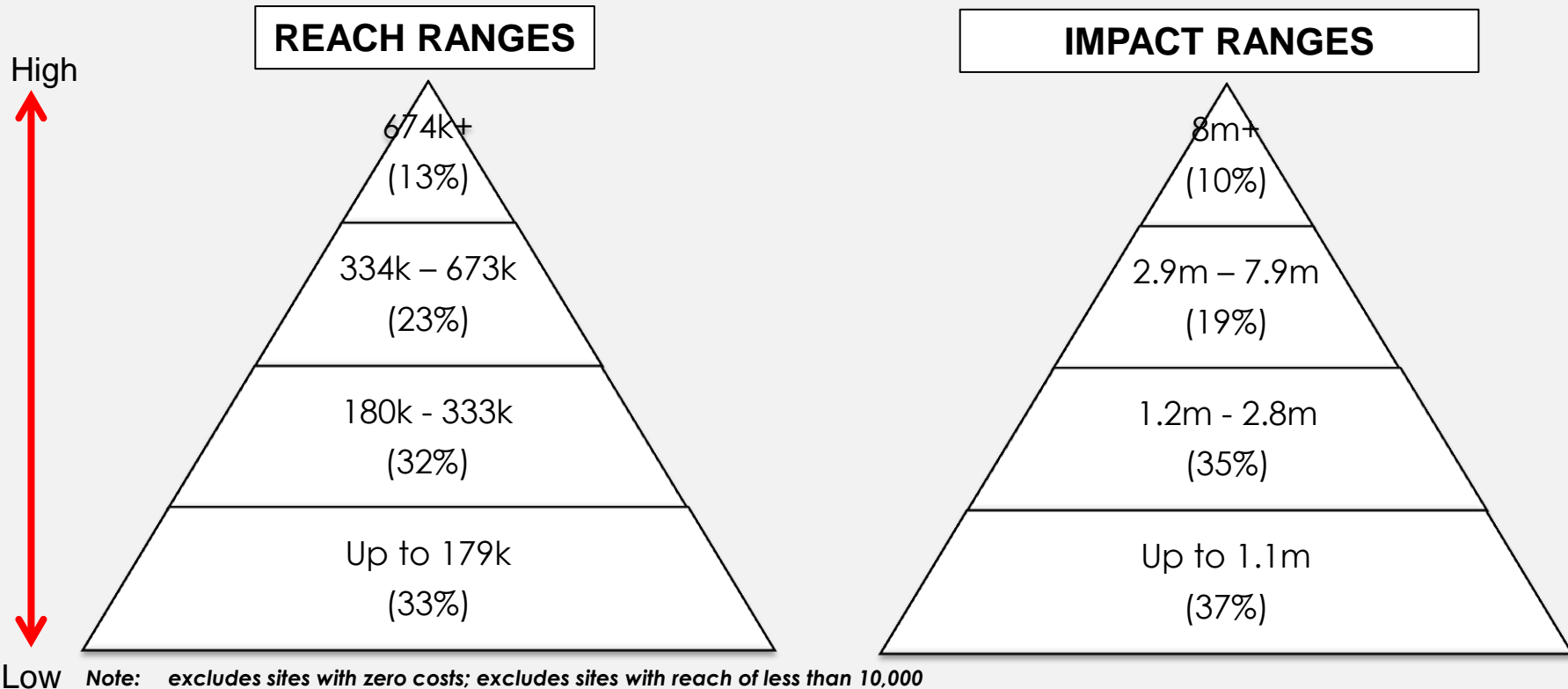
**Billboards
36m² and
larger
[189]**

**Billboards
smaller than
36m²
[258]**

AVERAGE REACH	334k	218k
AVERAGE CPM REACH	R297	R175
AVERAGE IMPACTS	2.7m	1.4m
AVERAGE CPM IMPACTS	R63	R32
AVERAGE FREQUENCY	7.2	6.4

Note: excludes sites with zero costs; excludes sites with reach of less than 10,000

WC: GUIDELINE RANGES 36m² and larger (4 week campaign)

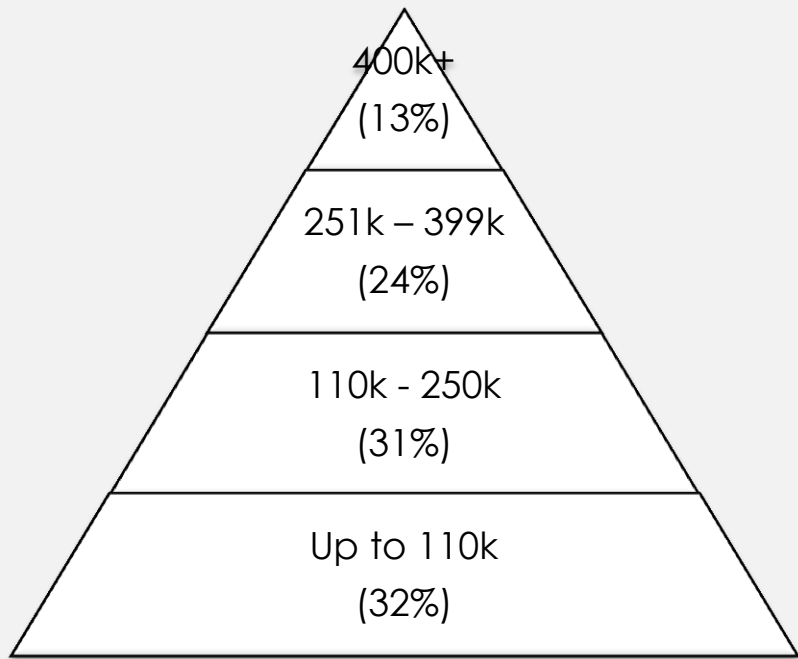


WC: GUIDELINE RANGES (4 week campaign)

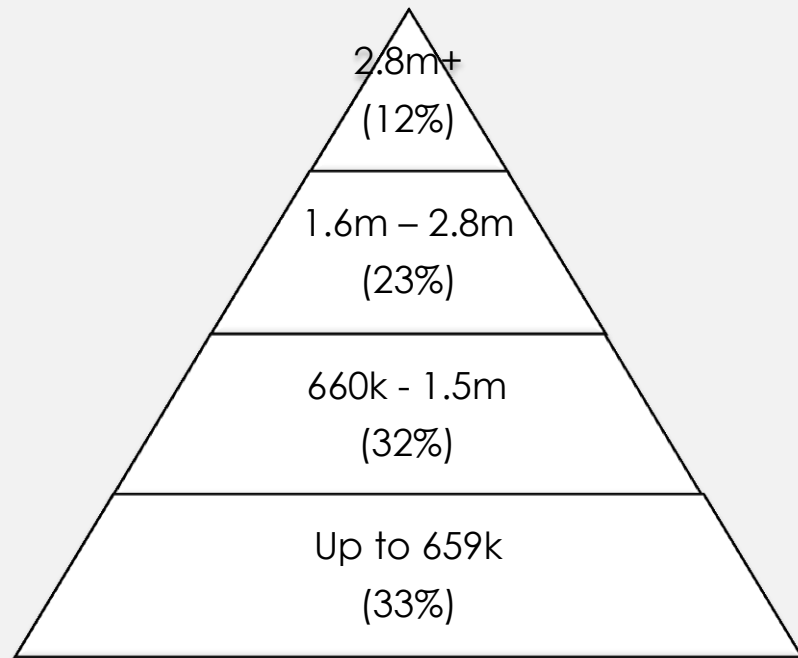
smaller than 36m²

High

REACH RANGES



IMPACT RANGES



Low

Note: excludes sites with zero costs; excludes sites with reach of less than 10,000

AVERAGES (4 weeks): Kwa-Zulu Natal

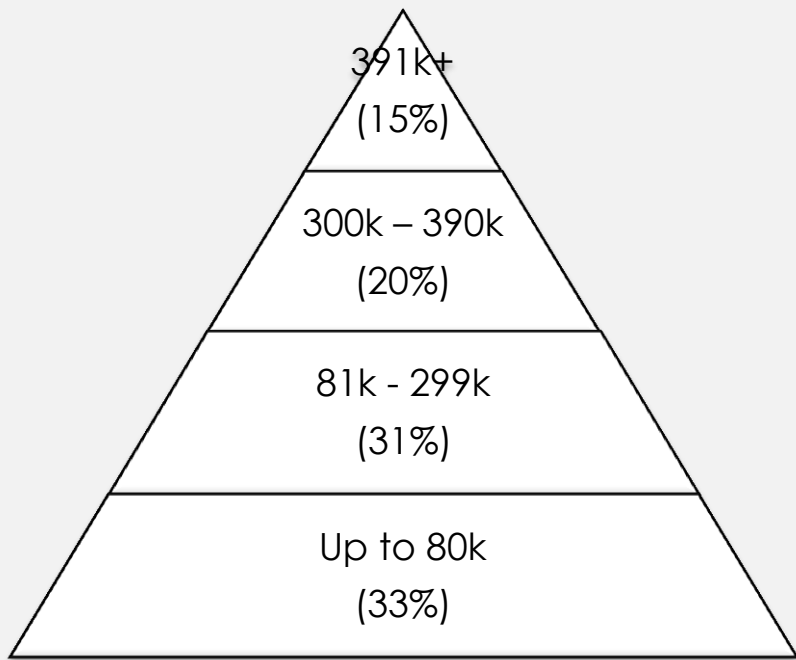
	Billboards 36m² and larger [251]	Billboards smaller than 36m² [376]
AVERAGE REACH	202k	106k
AVERAGE CPM REACH	R315	R171
AVERAGE IMPACTS	1.95m	892k
AVERAGE CPM IMPACTS	R55	R26
AVERAGE FREQUENCY	9.0	8.5

Note: excludes sites with zero costs; excludes sites with reach of less than 10,000

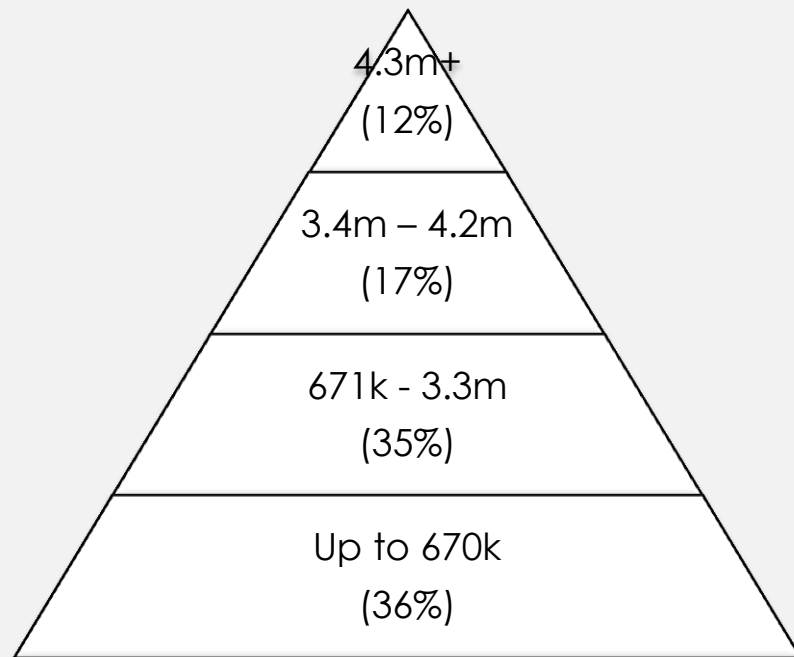
KZN: GUIDELINE RANGES 36m² and larger (4 week campaign)

High

REACH RANGES



IMPACT RANGES



Low

Note: excludes sites with zero costs; excludes sites with reach of less than 10,000

KZN: GUIDELINE RANGES smaller than 36m² (4 week campaign)

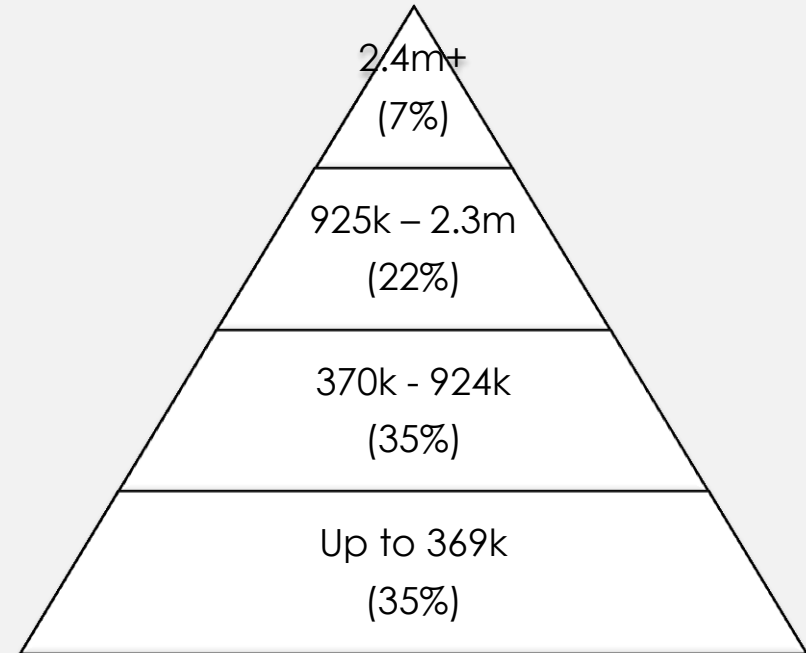
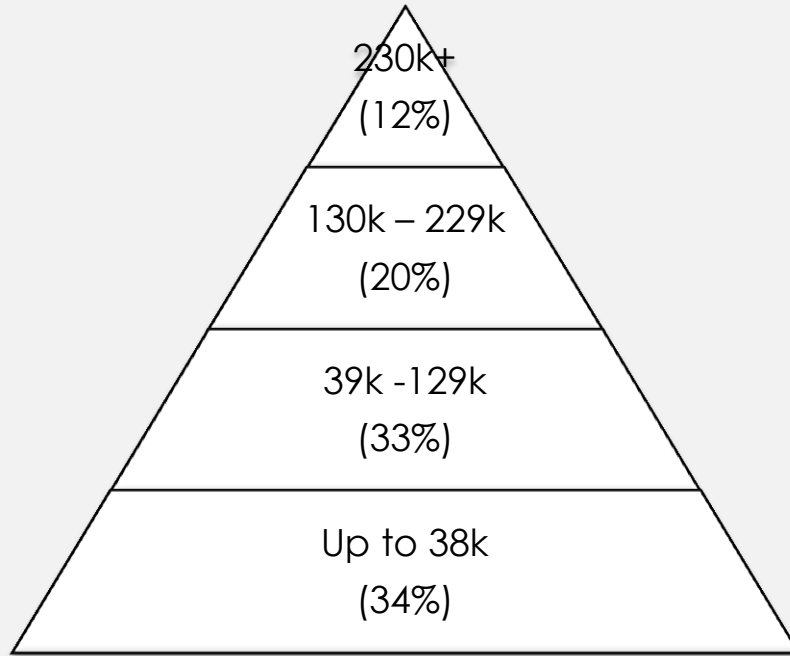
High

REACH RANGES

IMPACT RANGES



Low



Note: excludes sites with zero costs; excludes sites with reach of less than 10,000

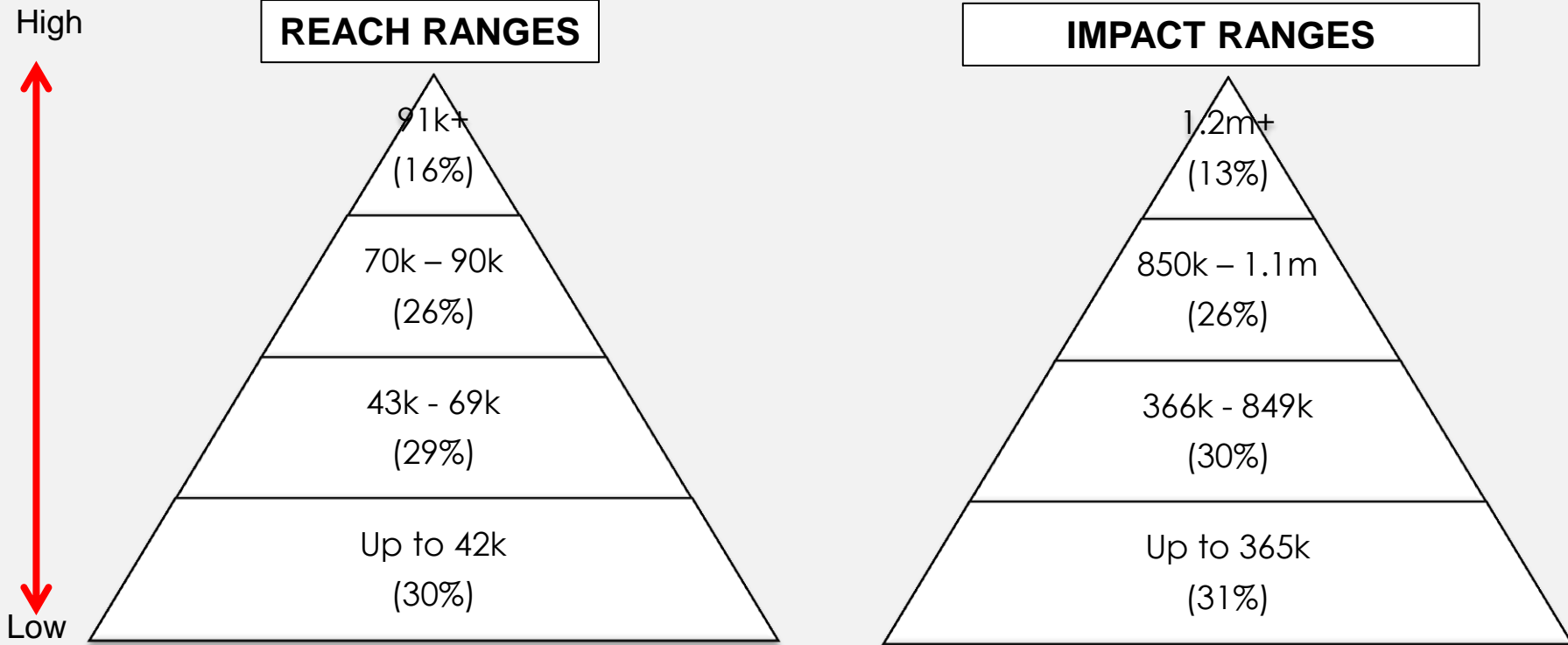
AVERAGES (4 weeks): Mpumalanga

	Billboards 36m² and larger [97]	Billboards smaller than 36m² [145]
AVERAGE REACH	70k	51k
AVERAGE CPM REACH	R542	R244
AVERAGE IMPACTS	777k	523k
AVERAGE CPM IMPACTS	R74	R34
AVERAGE FREQUENCY	10.7	9.8

Note: excludes sites with zero costs; excludes sites with reach of less than 10,000

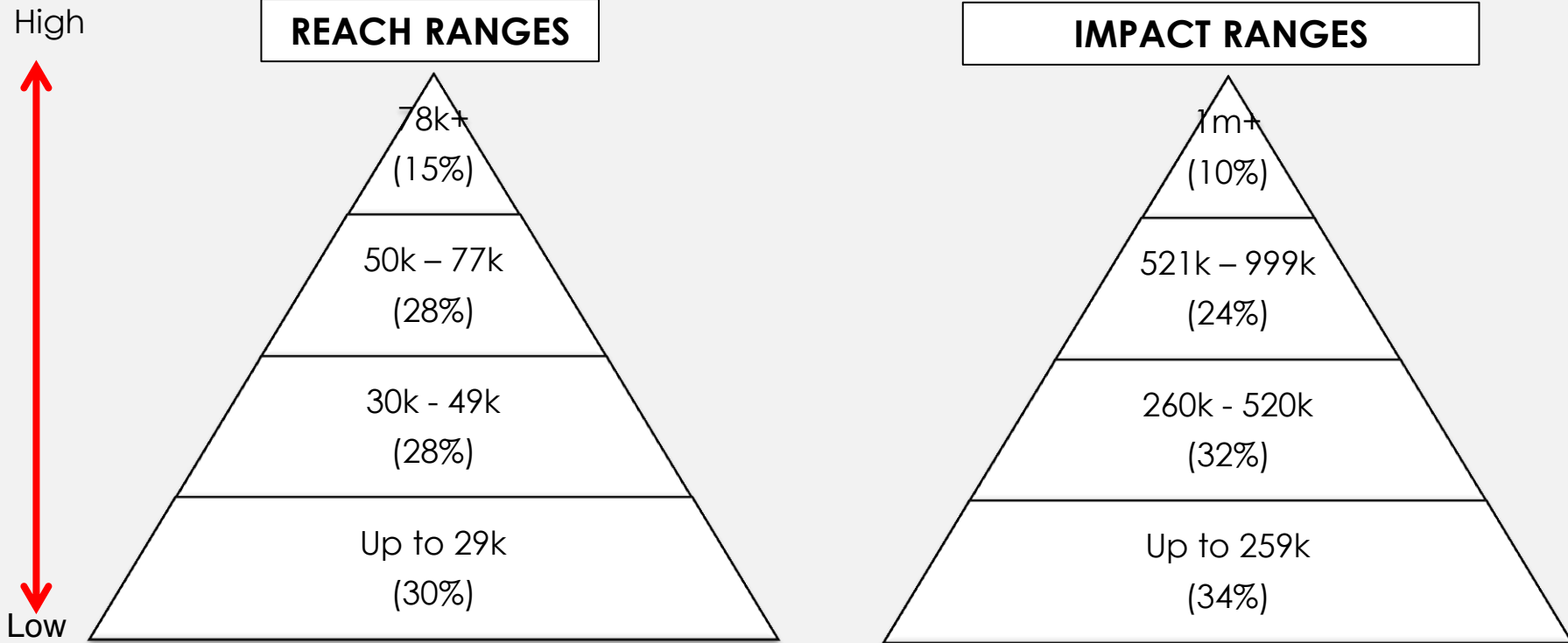
MP: GUIDELINE RANGES (4 week campaign)

36m² and larger



Note: excludes sites with zero costs; excludes sites with reach of less than 10,000

MP: GUIDELINE RANGES smaller than 36m² (4 week campaign)



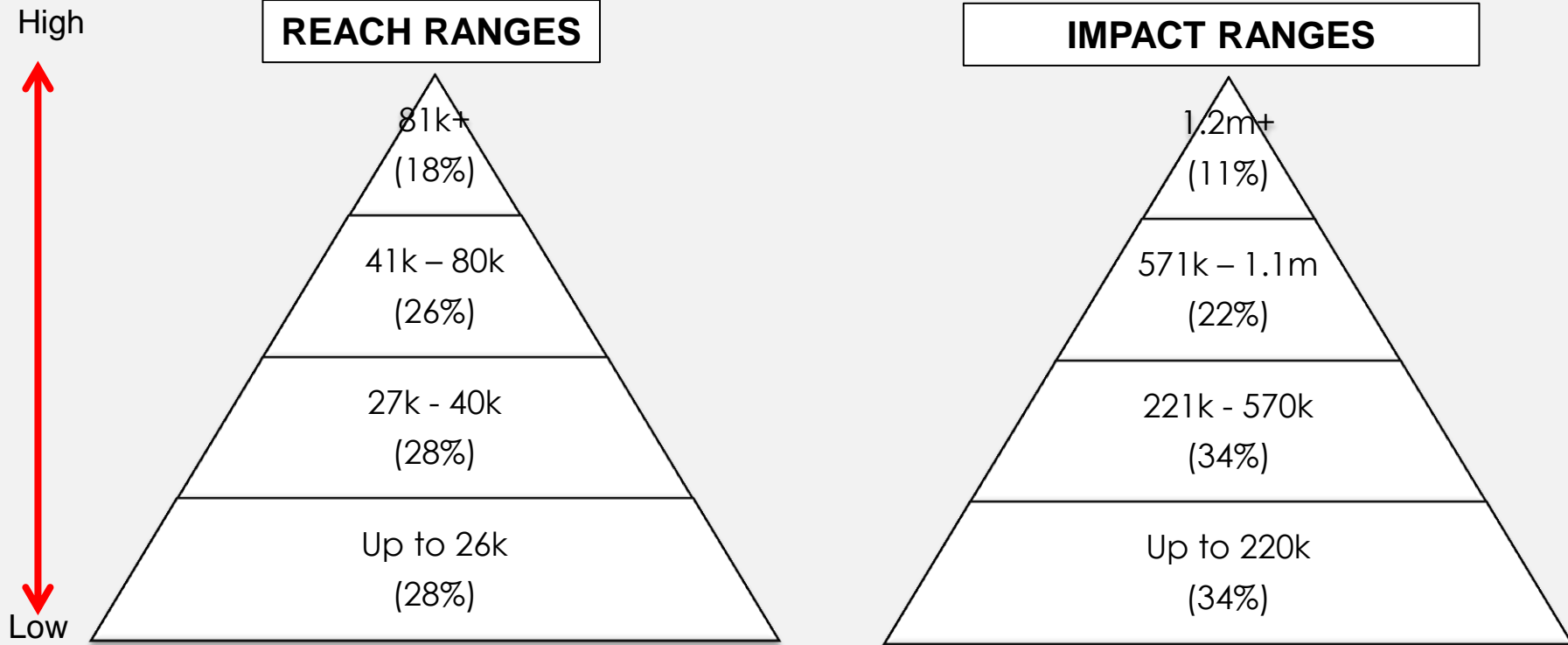
Note: excludes sites with zero costs; excludes sites with reach of less than 10,000

AVERAGES (4 weeks): Limpopo

	Billboards 36m² and larger [125]	Billboards smaller than 36m² [128]
AVERAGE REACH	46k	37k
AVERAGE CPM REACH	R661	R241
AVERAGE IMPACTS	522k	416k
AVERAGE CPM IMPACTS	R81	R35
AVERAGE FREQUENCY	10.3	10.3

Note: excludes sites with zero costs; excludes sites with reach of less than 10,000

LP: GUIDELINE RANGES 36m² and larger (4 week campaign)



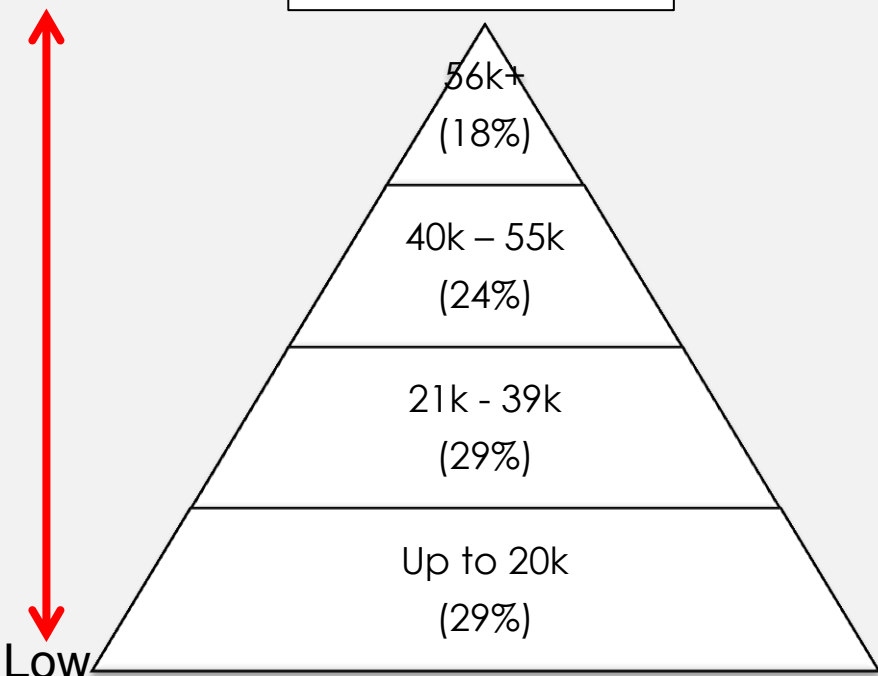
Note: excludes sites with zero costs; excludes sites with reach of less than 10,000

LP: GUIDELINE RANGES (4 week campaign)

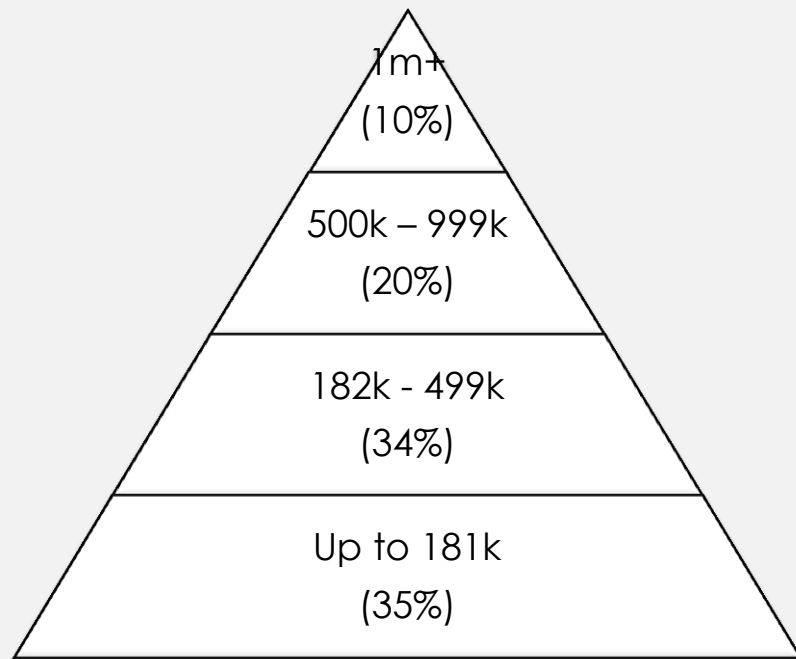
smaller than 36m²

High

REACH RANGES



IMPACT RANGES



Note: excludes sites with zero costs; excludes sites with reach of less than 10,000

AVERAGES (4 weeks): Eastern Cape

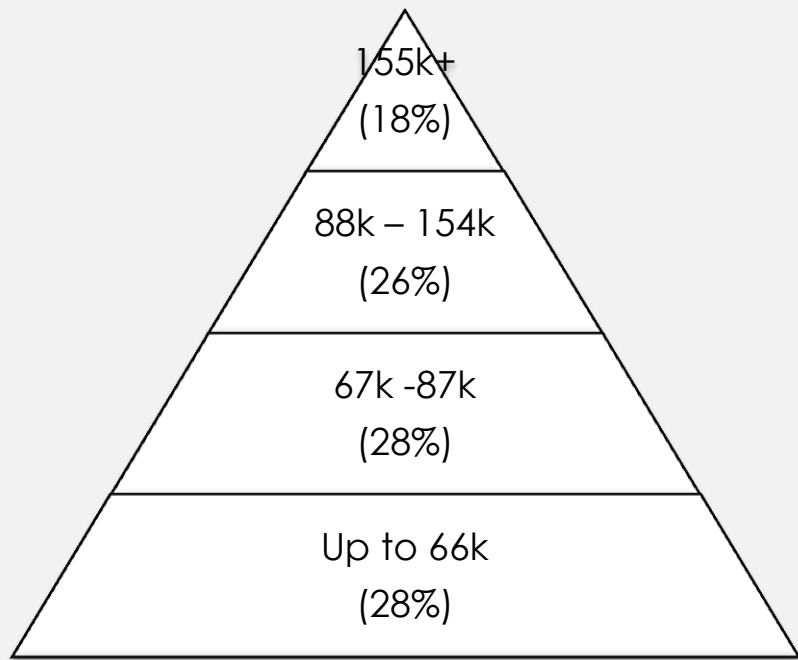
	Billboards 36m² and larger [89]	Billboards smaller than 36m² [167]
AVERAGE REACH	97k	82k
AVERAGE CPM REACH	R357	R155
AVERAGE IMPACTS	764	592k
AVERAGE CPM IMPACTS	R67	R27
AVERAGE FREQUENCY	7.2	7.4

Note: excludes sites with zero costs; excludes sites with reach of less than 10,000

EC: GUIDELINE RANGES 36m² and larger (4 week campaign)

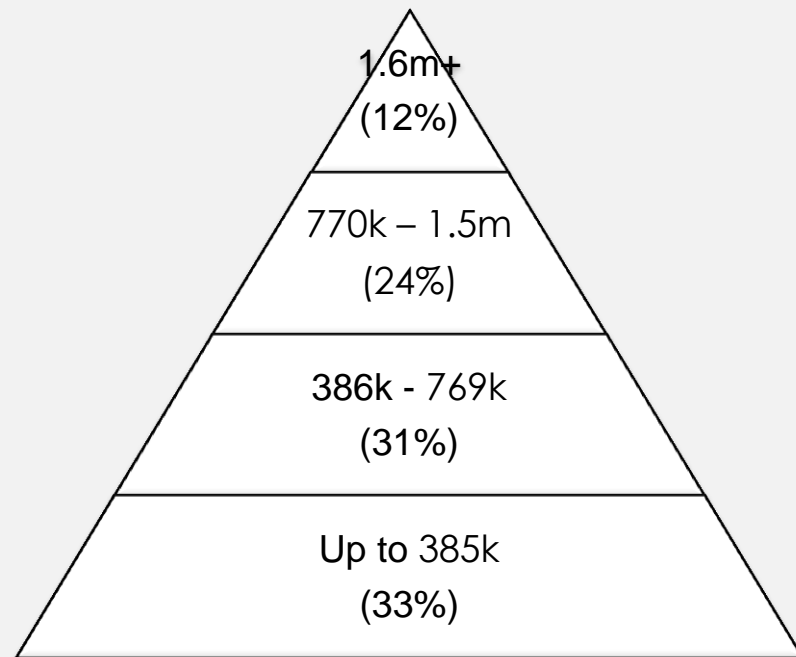
High

REACH RANGES



Low

IMPACT RANGES



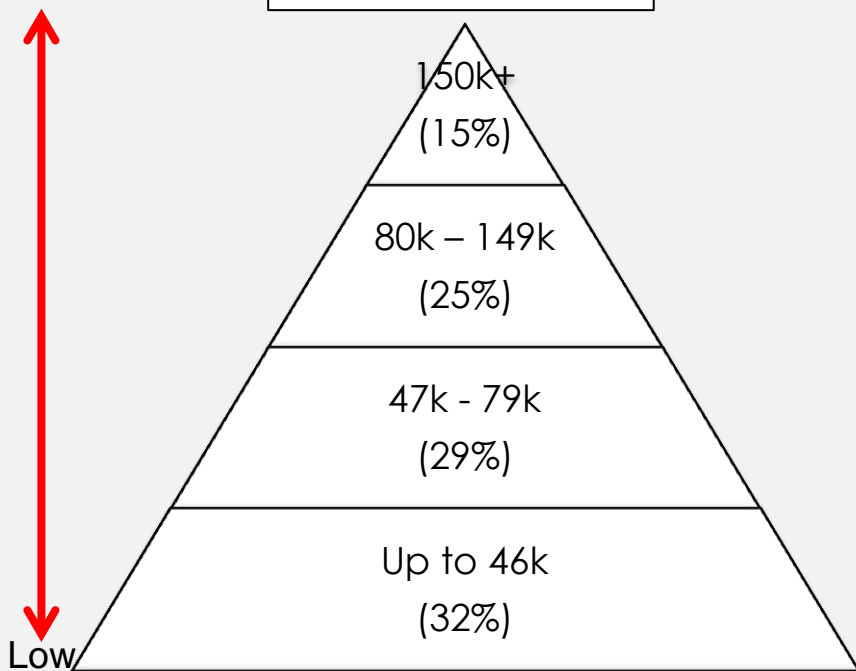
Note: excludes sites with zero costs; excludes sites with reach of less than 10,000

EC: GUIDELINE RANGES (4 week campaign)

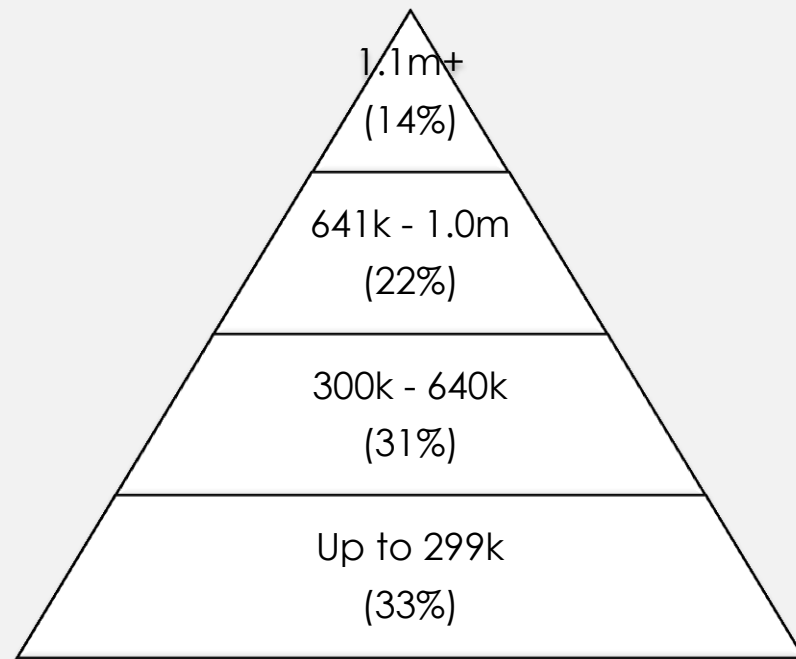
smaller than 36m²

High

REACH RANGES



IMPACT RANGES



Note: excludes sites with zero costs; excludes sites with reach of less than 10,000

AVERAGES (4 weeks): North West

	Billboards 36m² and larger [90]	Billboards smaller than 36m² [140]
AVERAGE REACH	57k	37k
AVERAGE CPM REACH	R609	R341
AVERAGE IMPACTS	430k	296k
AVERAGE CPM IMPACTS	R101	R58
AVERAGE FREQUENCY	7.2	8.5

Note: excludes sites with zero costs; excludes sites with reach of less than 10,000

NW: GUIDELINE RANGES 36m² and larger (4 week campaign)

High

REACH RANGES

100k
(12%)

70k - 99k
(23%)

24k - 69k
(32%)

Up to 23k
(32%)

Low

IMPACT RANGES

1m+
(10%)

501k - 999k
(24%)

200k - 500k
(31%)

Up to 199k
(34%)

Note: excludes sites with zero costs; excludes sites with reach of less than 10,000

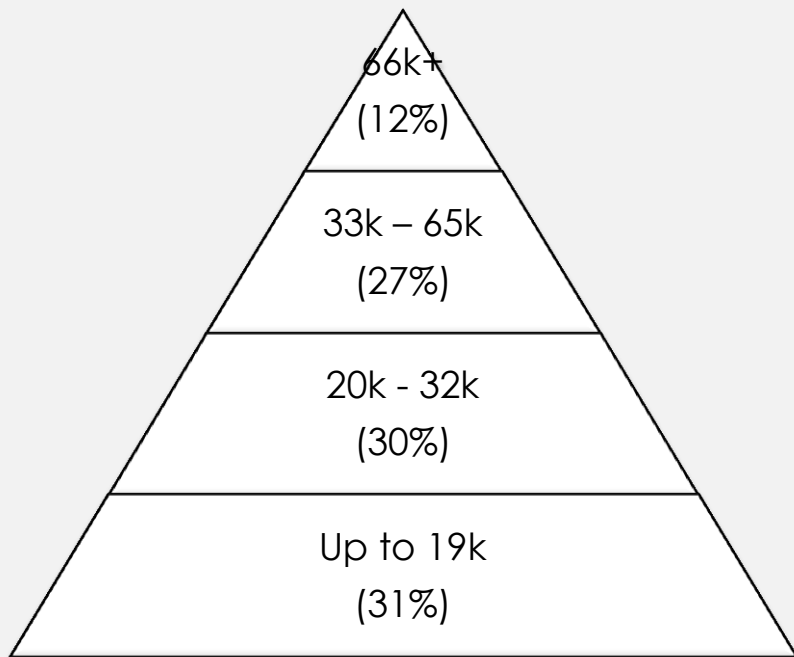
NW: GUIDELINE RANGES smaller than 36m² (4 week campaign)

High

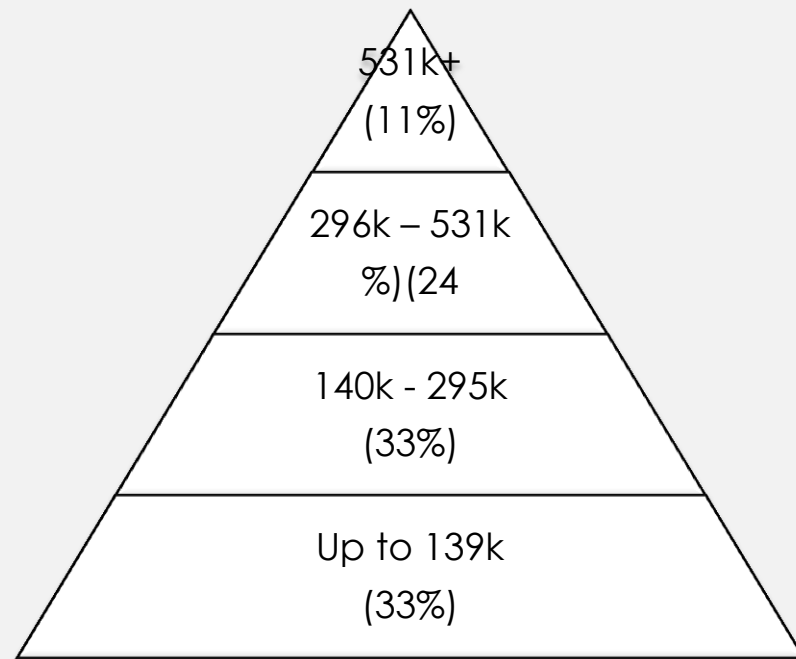
REACH RANGES



Low



IMPACT RANGES



Note: excludes sites with zero costs; excludes sites with reach of less than 10,000

AVERAGES (4 weeks): Northern Cape

	Billboards 36m² and larger [33]	Billboards smaller than 36m² [13]
AVERAGE REACH	56k	57k
AVERAGE CPM REACH	R704	R74
AVERAGE IMPACTS	469	525
AVERAGE CPM IMPACTS	R134	R12
AVERAGE FREQUENCY	7.9	8.7

Note: excludes sites with zero costs; excludes sites with reach of less than 10,000

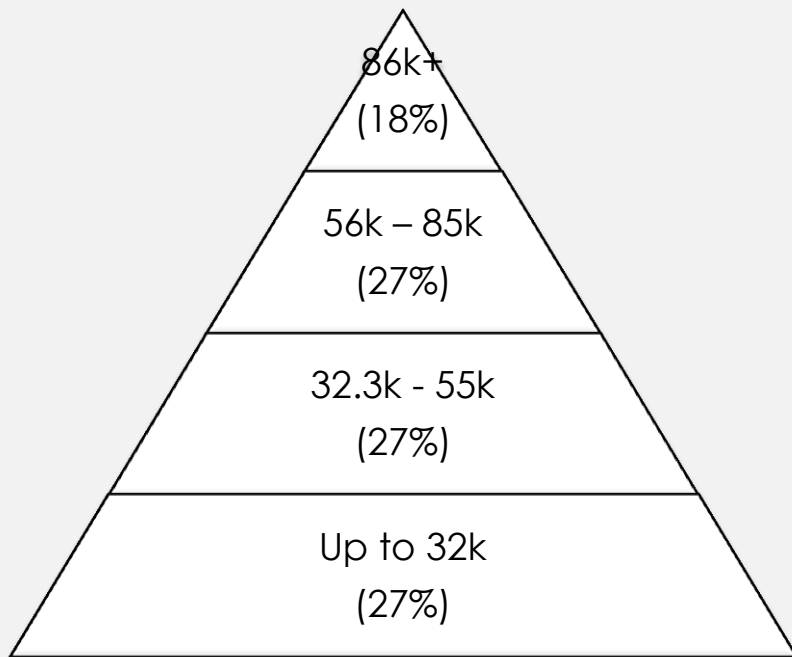
NC: GUIDELINE RANGES 36m² and larger (4 week campaign)

High

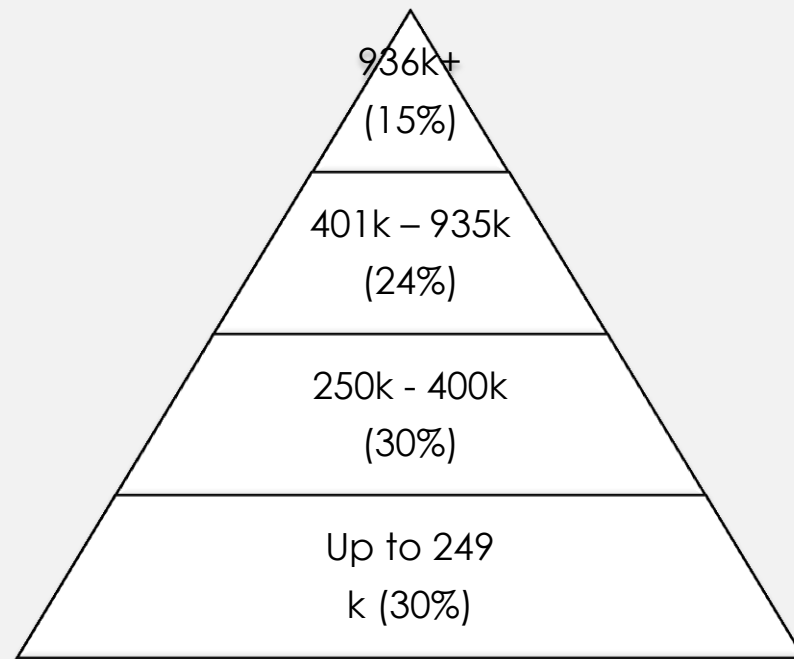
REACH RANGES



Low



IMPACT RANGES

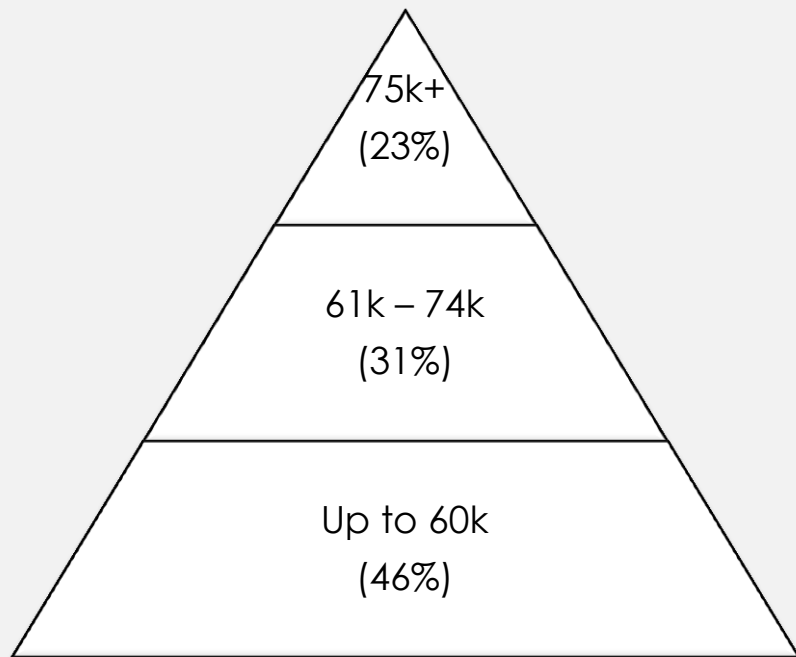


Note: excludes sites with zero costs; excludes sites with reach of less than 10,000

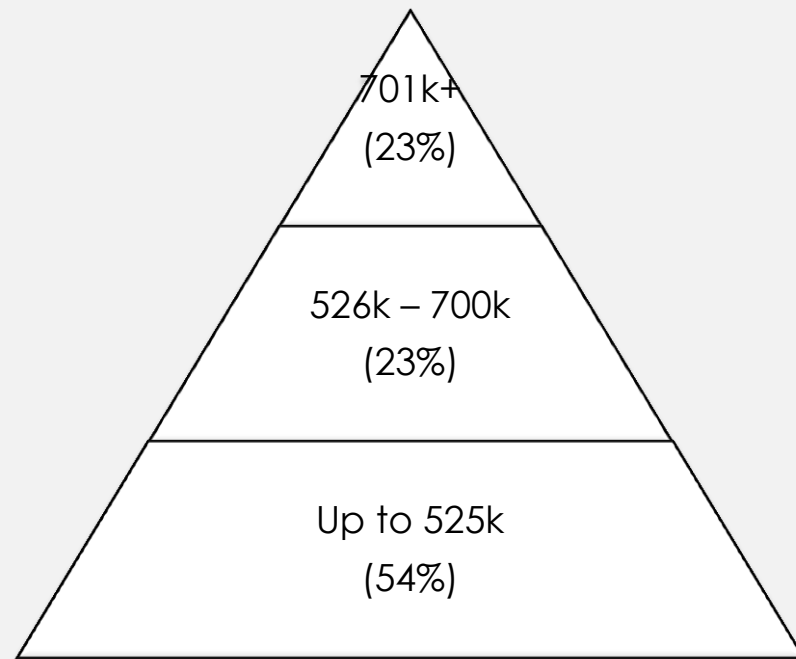
NC: GUIDELINE RANGES* smaller than 36m² (4 week campaign)

High

REACH RANGES



IMPACT RANGES



Note: excludes sites with zero costs; excludes sites with reach of less than 10,000

*Too few sites to create 4 groups

AVERAGES (4 weeks): Free State

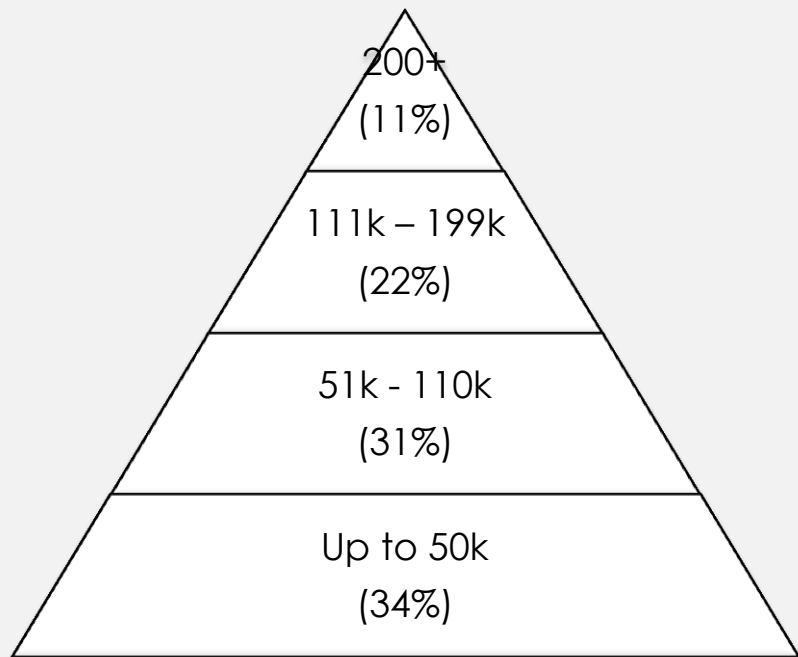
	Billboards 36m² and larger [65]	Billboards smaller than 36m² [70]
AVERAGE REACH	94k	50k
AVERAGE CPM REACH	R303	R167
AVERAGE IMPACTS	823k	387k
AVERAGE CPM IMPACTS	R69	R29
AVERAGE FREQUENCY	8.6	7.9

Note: excludes sites with zero costs; excludes sites with reach of less than 10,000

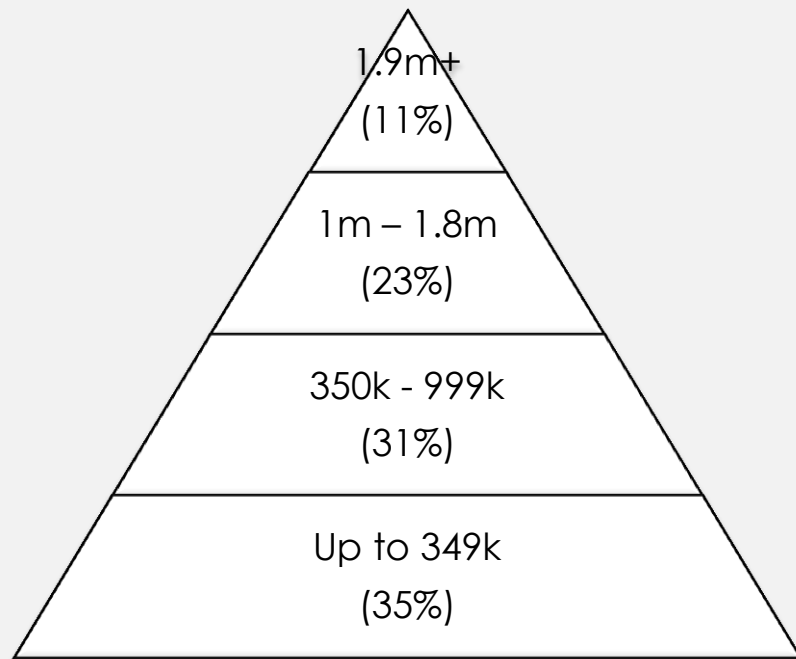
FS: GUIDELINE RANGES 36m² and larger (4 week campaign)

High

REACH RANGES



IMPACT RANGES



Low

Note: excludes sites with zero costs; excludes sites with reach of less than 10,000

FS: GUIDELINE RANGES (4 week campaign)

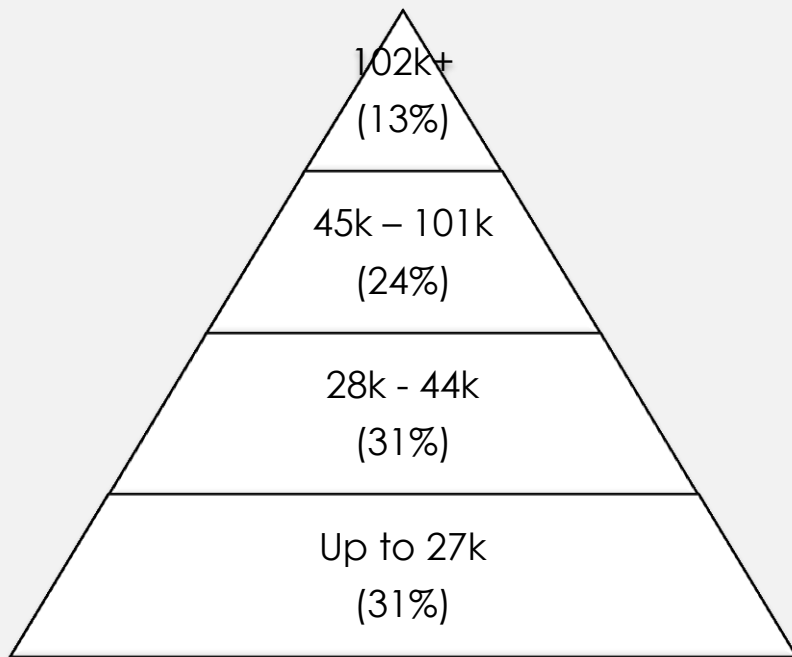
smaller than 36m²

High

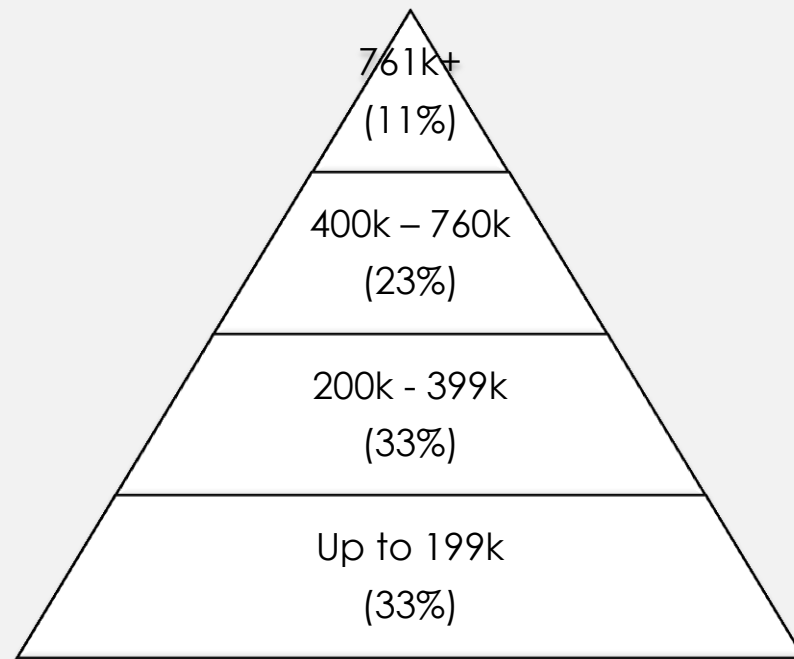
REACH RANGES



Low



IMPACT RANGES



Note: excludes sites with zero costs; excludes sites with reach of less than 10,000

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