

Tractor Outdoor offers local businesses advertising boost valued at R8m

Tractor Outdoor is celebrating 20years in the outdoor media industry by offering a collective R8m in media exposure to small and medium-size businesses (SMEs) as part of its #20in21 SME Initiative.

Twenty local SMEs will receive a package that includes advertising across Tractor's extensive out of home (OOH) and digital OOH networks, as well as social media and online exposure. From this pool, five deserving SME's will be selected as Tractor Outdoor's 'SME Heroes' to get an additional boost in the form of a branded video, PR and digital promotion.

For more, visit: <https://www.bizcommunity.com>