

Provantage Media Group's Airport Ads launches VisioNet

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Airport Ads®, a division of Provantage Media Group, has unveiled the biggest indoor screen in an airport environment in southern Africa. The screen measures an impressive 8m by 5m (37m2) and is a high definition digital billboard that offers brands a powerful advertising opportunity at Durban's King Shaka International Airport. The screen is the first in Provantage Media Group's new "VisioNet" network of large format digital billboards that will be rolled out in key high density nodes.



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The first VisioNet screen is positioned in the bustling domestic departures area at King Shaka International Airport, offering prime real estate for advertisers wanting to communicate with a highly desirable upper LSM market.

Mzukisi Deliwe, Director of Airport Ads® comments: "With 347,129 passengers passing through the airport each month, the super-sized, full HD LED screen offers the perfect platform for the advertising of luxury brands, services and products that would be of interest to the leisure and business traveller market. The screen fits in perfectly with the luxury environment of the airport - it is state-of-the-art and embraces innovation. Furthermore, the clarity of the visuals is breath-taking; you can quite literally stand a metre away from the screen and enjoy the advertisement with crystal clear clarity."

Provantage Media Group's MD Jacques du Preez is extremely proud of VisioNet as it offers a highly visible and unique opportunity for brands inside King Shaka International Airport. "VisioNet is our venture into the large format digital landscape and will further entrench us as the leader in DOOH in Southern Africa, following our success with our digital place-based networks airport.tv™ and TRANSIT.TV™."

"In line with global trends, advertising in the airport space has come a long way in South Africa and on the continent. Airports are becoming prime environments for integrated advertising mediums that fit in perfectly and aesthetically within the space. With the launch of VisioNet we are introducing yet another state-of-the-art advertising platform to this captive environment," concludes du Preez.

For more information on VisioNet and Airport Ads® contact Mzukisi Deliwe on 0861 776 826 or email him on mzi@provantage.co.za

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