

Airport Ads acquires rights to regional airports

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Airport Ads® is proud to announce the acquisition of sole concessionaire rights to all the interior inventory advertising opportunities at ACSA's six Regional Airports. These airports include coastal and inland airports namely Port Elizabeth, George, East London, Upington, Bloemfontein and Kimberley.



Mzukisi Deliwe, Director - Airport Ads®, comments: "We now have exclusive rights for Lanseria, Kruger Mpumalanga and now the regional airports. What this means is that we are able to develop comprehensive solutions in all the top airports in South Africa."

The strategic partnership will bring a bias towards regional and localised advertising, enabling advertisers to showcase localised messaging to a well-heeled audience of upper LSM household decision-makers.

With full coverage of the interior of regional airports, Airport Ads® provides a 360 degree solution that includes digital out of home television channel airport.tv® as well as Airport Activations where brands have the opportunity to bring a full sensory product experience to consumers.

"As part of the Provantage Media Group, Airport Ads® has the ability to bring advertisers a comprehensive range of out of home media offerings, providing brands with the scope, the innovation and the strategy to touch and motivate their audience," concludes Deliwe.

For more information on how Airport Ads® can take your brand to new heights, contact Mzukisi (Mzi) Deliwe on 0861 776 826 or mzi@provantage.co.za or go to www.provantage.co.za or [@ProvantageSA](https://www.instagram.com/ProvantageSA)

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