

Tractor Outdoor builds Cape Town's largest and first ARA-compliant digital sign

Issued by [Tractor Outdoor](#)

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Tractor Outdoor is pleased to announce that they have added their largest digital screen to their digital network. The site is also the first and only digital site in Cape Town that is ARA-compliant with Heineken being the first advertiser to include this into their media strategy.



"We are extremely excited with the addition of this site which is part of the strategic digital growth, awaiting the arrival of this new edition had everyone licking their lips with it going out to market. It was an easy decision to stick with a product and brand that we trust such as Prismaflex. Their technical crew, together with our amazing operations team installed and erected the screen with no hassles. We are extremely proud of the work Tractor is doing at the moment and we look forward to expanding even more. This is our largest digital site for now with some extremely fantastic stuff in the pipeline," says Ben Harris, Rights and Development Director at Tractor Outdoor.

This 4m x 8m screen is located on Durban Road, Tygervally, and leads directly towards the N1 highway. The location is prime with OMC data reflecting that it is one of the busiest roads in the Cape Town metro. Key POI in this upper LSM area includes Tygervally Shopping Centre and the Bellville Velodrome.

"We have been one of first media owners in the country to install 'P8' (8mm) screens which is currently one of the highest and most vivid screen specifications available for outdoor use in the country, so we have been very aggressive in seeking out key, iconic and strategic locations," says Simon Wall, Managing Director at Tractor Outdoor.

The screen is on par with their current portfolio's technology, offering advertisers tailor-made, real-time updates 24/7. For more information contact Tractor Outdoor on 086 999 0226 or email info@tractoroutdoor.com.

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