

Provantage, leader in Out of Home Media, awarded PRASA Tender

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The Passenger Rail Agency of South Africa (PRASA) has officially awarded the exclusive media rights for all their sites, nationally, to the Umjanji Media Consortium led by Provantage Out of Home Media. The highly sought-after sites include interior and exterior train station branding, rail reserve, platform branding, and digital advertising including television and radio, as well as electronic and static advertising boards.



The bouquet of media rights and opportunities that were awarded will take rail commuter advertising to a whole new level, one that is in line with world trends. The offerings are aligned to the large-scale infrastructure development and upgrading of PRASA facilities as part of the R25 billion recapitalisation programme.



"Our consortium is very excited about the new opportunities that will now be available for advertisers. The various advertising offerings will be visible to 3,7million* rail passengers that utilise the PRASA facilities on a daily basis," says Jacques Du Preez, Provantage MD and winner of the MOST Innovator of the Year 2010 award. Du Preez added that the consortium will utilise the opportunity to transfer skills, introduce exciting job opportunities and further contribute positively towards social investment especially amongst communities residing closer to the train stations.

"This grand scale offering will open exciting and innovative opportunities for advertisers, taking branding to new levels of exposure that will target millions of diverse commuters," says Skhumbuzo Nkosi, Media Business Head at Umjanji Consortium.

**Source: Top 153 rail stations daily passenger flow, PRASA 2010*

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