

Provantage launches Mobilites

Issued by [Provantage](#)

4 Oct 2011

Provantage Out of Home Media has launched Mobilites™ - a fleet of new, internally illuminated mobile billboards. A great alternative to the traditional static billboard, Mobilites™ are an exciting new way of reaching a variety of target audiences.



The benefits of this new out of home medium are many, but the key benefit is their mobility - Mobilites™ travel constantly and cover areas where out of home advertising is limited and where traditional billboard stock is not available.

Provantage's Mobilites™ operate 6 days a week, Monday to Saturday, from 6h00 to 22h00. Each vehicle travels up to 200km per day. Provantage also offers a database of preloaded high traffic routes and parking areas throughout Cape Town, Durban and Johannesburg in line with bylaw parameters. Moreover, to suit client needs and objectives, routes and locations can be custom-made.

"Client needs are constantly evolving and we pride ourselves in always offering solutions that are fresh, exciting and innovative in the out of home landscape. We are proud to offer Mobilites™ as part of our ever-growing portfolio," says Jacques du Preez, MD of Provantage Out of home Media.

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