(COVER)

PREMIUM OUTDOOR BILLBOARD OPPORTUNITY

Primary arterial route connecting the CBD to the suburbs and north bound N2 & N6.

83 Fitzpatrick Road / R72
East London

Dimensions: 39.4m x 6.5m

Large hero image of the building

Company logo

JCM002

LOCATION OVERVIEW

Strategic Node: Situated on the R72, the primary arterial route between Gqeberha and Durban / Johannesburg via the airport.

Site Character: High-speed, high-volume corridor serving as the "Gateway" to the city's industrial and coastal hubs.

VISUAL IMPACT & SIGHT LINES

Impact: Massive 256m² surface area provides "Unmissable" status.

Sight Lines: Long-range visibility for Northbound traffic; the horizontal orientation allows for cinematic creative execution that dominates the skyline.

TRAFFIC & DWELL ENVIRONMENT

Traffic Flow: Constant flow of commuters, logistics vehicles, and airport travelers.

Dwell Time: While high-speed, the sheer scale ensures a long "visual lead-in" time (approx. 8–10 seconds of clear visibility).

AUDIENCE PROFILE

Primary: Business travelers, logistics decision-makers, and high-LSM commuters from coastal suburbs.

Secondary: Tourists and weekend travelers utilising the R72.

MEDIA OWNER CREDENTIALS

Trusted Local Media Partner

Established outdoor advertising operator

Existing LED media portfolio

Active SME and regional advertiser base

Our national / multinational clients have included:(Logos)

BMW, KFC, Wild Earth Channel (DSTV), Red Alert, SKG Group, Chery, Foton, Cricket South Africa

AVAILABILITY

Now Booking
Site availability: [Insert date]
Limited premium inventory
Early commitment recommended

Contact:

Joe Clarke
082 970 5060
joe@jocomedia.co.za
Jo & Co Media