



**CLUSTER
BILLBOARDS™**

**WEST RAND RATE
CARD**

POWERED BY:

sewela
ENTERPRISE PROJECTS



A photograph of two men in business attire shaking hands in an office setting. The man on the right is smiling broadly, wearing a dark blazer over a light blue button-down shirt. The man on the left is seen from the side, also in a dark blazer. The background is a bright, out-of-focus office interior with large windows. A dark grey diagonal overlay covers the left side of the image, containing text.

ABOUT US

Cluster Billboards is a revolutionary OoH offering which was inspired by an in-depth analysis of the value, of Return of Investment (RoI), that static billboards have to offer brands, in this digital age. Based on rigorous desktop and field studies of the impact of OoH advertising, in relation to the post COVID 19 pandemic; about how brands have adjusted spend with fewer feet on the street, we found the following:

- Brands have cut their budgets due to high costs when it comes to large format billboards leaving countless sites empty and not generating income
- Digital and smaller format (rotating), normally 3 X 6 meter billboards are more popular because of geo-locating and cost.



CLUSTER
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OUR STRATEGY

CB HAS REFOCUSSED BILLBOARD RENTALS FROM SINGLE BILLBOARD RENTING TO THAT OF CLUSTER RENTALS. Ours is to find a balance between the advertising companies budget and the impact on the intended audience, in a digitally transforming industry, for static OoH media.

We also aspire to partner up with large property groups in order to negotiate bulk renting of their properties, with the sole effort of dropping the cost of renting their sites; in turn, dropping the rental cost to the advertiser.

Other advantages of using buildings and limiting our hoarding sites are to expedite council approval thus making our sites legal and at no risk of being brought down by the municipality. With only 13 percent of self-standing billboards on our highways being legal, this will give advertisers surety in the long run as action against illegal sites is inevitable.



**CLUSTER
BILLBOARDS™**



WHAT IS CLUSTERING IN RELATION TO THE “KONA 2 KONA” COMMUTER CLUSTER?

We at Cluster Billboards have coined the term “CLUSTERING” which simply **MEANS GROUPING THE COST OF OUR CLOSE PROXIMITY BILLBOARDS SO THAT VARIOUS BRANDS, FROM DIFFERENT FIELDS**, can group purchase billboards and have the opportunity to have a higher impact in a specific area, through subliminal/repetitive sighting by their target market.

We use this concept in our commuter cluster, which is most effective in small towns and larger townships, by providing a discounted rate for grouping OoH billboards of taxi ranks and self-standing billboards along the roads.

Our business model allows us to pre-negotiate the best prices for brands thus offering real value for their OoH large-format budgets. **ASK ABOUT OUR S'HAMBA NAWA TAXI IN-TRANSIT OFFERING WITH MORE THAN 600 TAXI'S AVAILABLE TO ADVERTISE WITHIN OR TO WRAP.**



**CLUSTER
BILLBOARDS™**

**CLUSTER THE KASI
AND YOUR BRAND
CAN OWN IT**



*STAR SITE

(read below)



COMMUTER CLUSTER “Kona 2 Kona”

Commuter Clusters consist of 6 -10 sites within a 5 – 15km radius and will generally be found in small towns and townships along commuter routes and taxi ranks.

These clusters work well for banks, telecommunications, retail and fast food brands as the messaging can be directed to local services and products, offering effective Place-Based Media (PBM).

The duration of this cluster is stats at a minimum of 6 months.

The Commuter Clusters also have **STAR SITES**, which are taxi ranks that can be fully branded by a specific brand for the duration of the cluster period. **STAR SITES** can be negotiated with us over and above the discounted cluster cost.

* **STAR SITES WILL BE REPRESENTED BY THE STAR SYMBOL ABOVE.**



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COMMUTER CLUSTER SITE 1



RANDFONTIEN SPAR CLUSTER SITE OVERVIEW / WESTERN AREA

SITE SPECIFICATIONS:

QUANTITY: 2 X LARGE FORMAT (ONE IS DOUBLE-SIDED)

SIZES: BILLBOARD 01: 3 X 12 BOARD 02: 3 X 12

LEAD: BILLBOARD 01: 80M BOARD 02: 60M

DWELL TIME: BOARD 01: 2 - 30min BOARD 02: 15sec - 30min

ESTIMATE LSM: 5 -10

ESTIMATED SITE FOOT COUNT: 800 000 +

ADVERTISING SURFACES: 3

COST: R 35 000 PM / SITE (EXCLUDING VPI) *

AVERAGE COST PER BOARD: R 11 700 PM



RANDFONTIEN SPAR CLUSTER SITE
OVERVIEW - WESTERN AREA
26°11'01.8"S 27°42'09.7"E



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BILLBOARDS™

* VPI – VAT, PRINTING AND INSTALLATION

TYPE PVC



**RANDFONTIEN SPAR CLUSTER SITE
LEED FOR BILLBOARDS 1 AND 2 - WESTERN
AREA**



**RANDFONTIEN SPAR CLUSTER SITE
MAP VIEW - WESTERN AREA**



KEY:

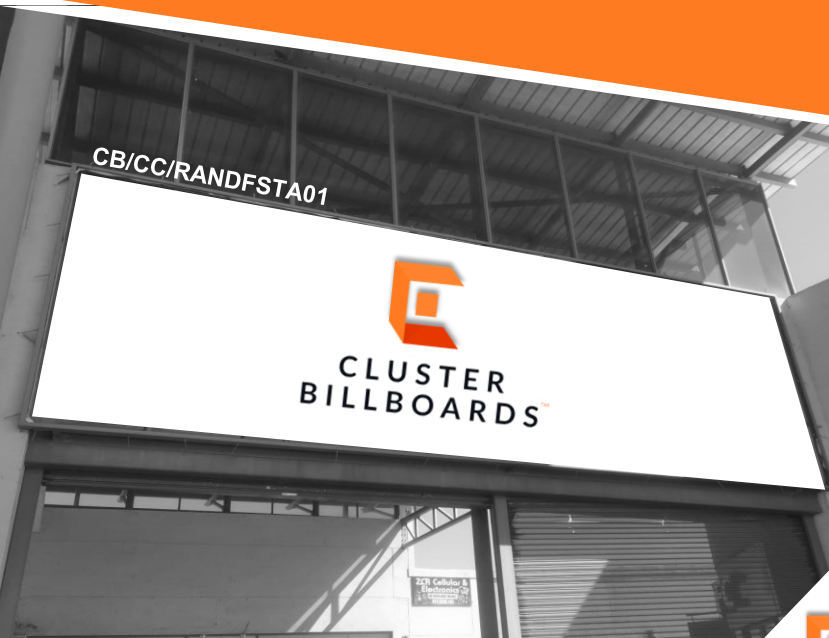
-  BILLBOARD 1 AND 2 DWELL AREA
-  BILLBOARD 01
-  BILLBOARD 02
-  LEAD FOR BILLBOARDS 01 AND 02

**RANDFONTIEN SPAR CLUSTER SITE
SATELLITE VIEW - WESTERN AREA**



**CLUSTER
BILLBOARDS™**

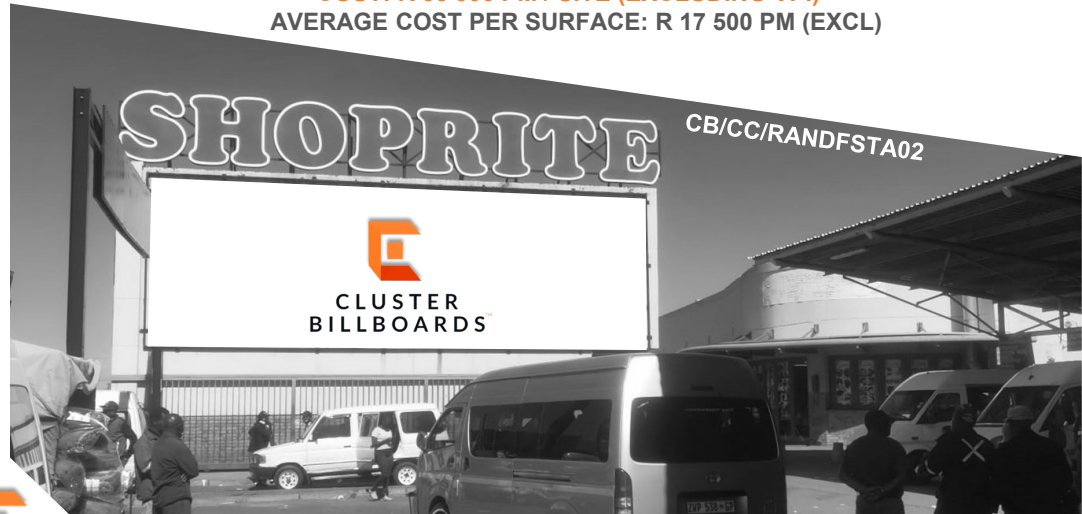
COMMUTER CLUSTER SITE 2



RANDFONTEIN STATION CLUSTER SITE WESTERN AREA

SITE SPECIFICATIONS:

QUANTITY: 2 X LARGE FORMAT BILLBOARDS
SIZES: BOARD 01: 3 X 12 BOARD 02: 3 X 12
LEAD: BOARD 01: 150 M BOARD 02: 50 M
DWELL TIME: BOARD 01: 2 – 3 min BOARD 02: 15sec – 30min
ESTIMATE LSM: 5 - 10
SITE FOOT COUNT: 1 500 000 +
ADVERTISING SURFACES: 2
COST: R 35 000 PM / SITE (EXCLUDING VPI) *
AVERAGE COST PER SURFACE: R 17 500 PM (EXCL)



RANDFONTEIN STATION CLUSTER SITE
LEAD FOR BILLBOARD 01 - WESTERN AREA
26°10'54.3"S 27°41'53.7"E



RANDFONTEIN STATION CLUSTER SITE
LEAD FOR BILLBOARD 02 - WESTERN AREA



RANDFONTEIN STATION CLUSTER SITE
MAP VIEW - WESTERN AREA



KEY:



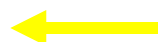
BILLBOARD 01



BILLBOARD 02



LEAD FOR BOARD 1 – 150 M +



LEAD FOR BOARD 1 – 60 M

RANDFONTEIN STATION CLUSTER SITE
SAT VIEW - WESTERN AREA



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COMMUTER CLUSTER SITE 3

BEKKERSDAL TAXI RANK CLUSTER SITE
WESTERN AREA

SITE SPECIFICATIONS:

QUANTITY: 1 X LARGE FORMAT BILLBOARD

SIZES: BILLBOARD 01: 3 X 12

LEAD: BILLBOARD 01: 180 DEGREE 200 M

DWELL TIME: 15sec – 30min

ESTIMATE LSM: 5- 10

SITE FOOT COUNT: 1 500 000 +

ADVERTISING SURFACES: 1

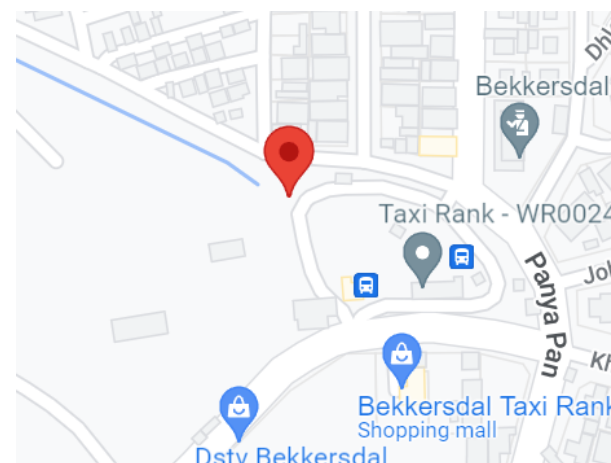
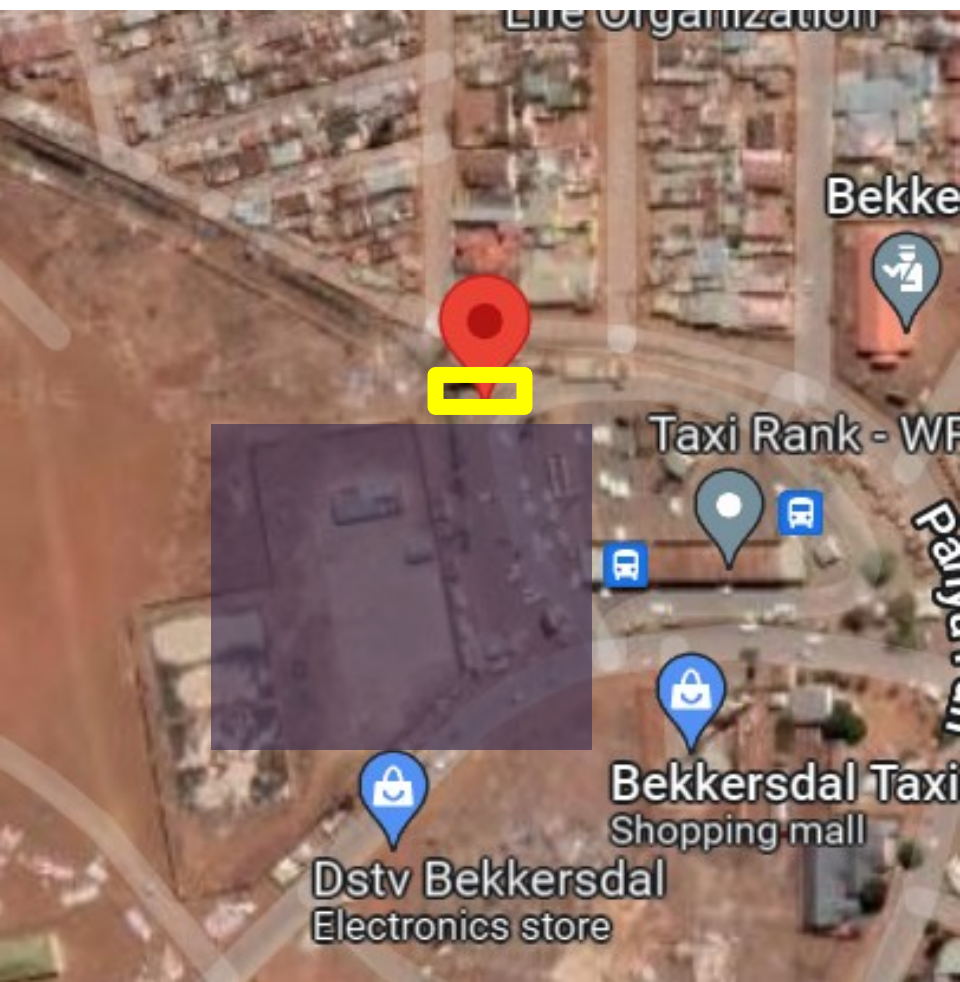
COST: R 35 000 PM (EXCLUDING VPI) *



BEKKERSDAL CLUSTER SITE
LEAD FOR BILLBOARD 01 - WESTERN AREA
26°16'56.3"S 27°42'09.8"E



BEKKERSDAL CLUSTER SITE
LEAD FOR BOARD 01 - WESTERN AREA



BEKKERSDAL CLUSTER SITE
MAP VIEW - WESTERN AREA

KEY:



LEAD AND DWELL AREA (BUSY FOOD
MARKET AND TAXI RANK)



BILLBOARD 01

BEKKERSDAL CLUSTER SITE
SAT VIEW - WESTERN AREA



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COMMUTER CLUSTER SITE 4



WESTERNARIA CLUSTER SITE WESTERN AREA

SITE SPECIFICATIONS:

QUANTITY: 2 X LARGE FORMAT BILLBOARD (01 - ONE DOUBLE-SIDED)

SIZES: BILLBOARD 01: 3 M X 6 M BILLBOARD 2: 3 M X 6 M

LEAD: BILLBOARD 01: 180 DEGREE 200 M (TAXI RANK FACING)

DWELL TIME: 15sec – 30min

ESTIMATE LSM: 5 - 10

SITE FOOT COUNT: 900 000 +

ADVERTISING SURFACES: 3

COST: R 35 000 PM (EXCLUDING VPI) *

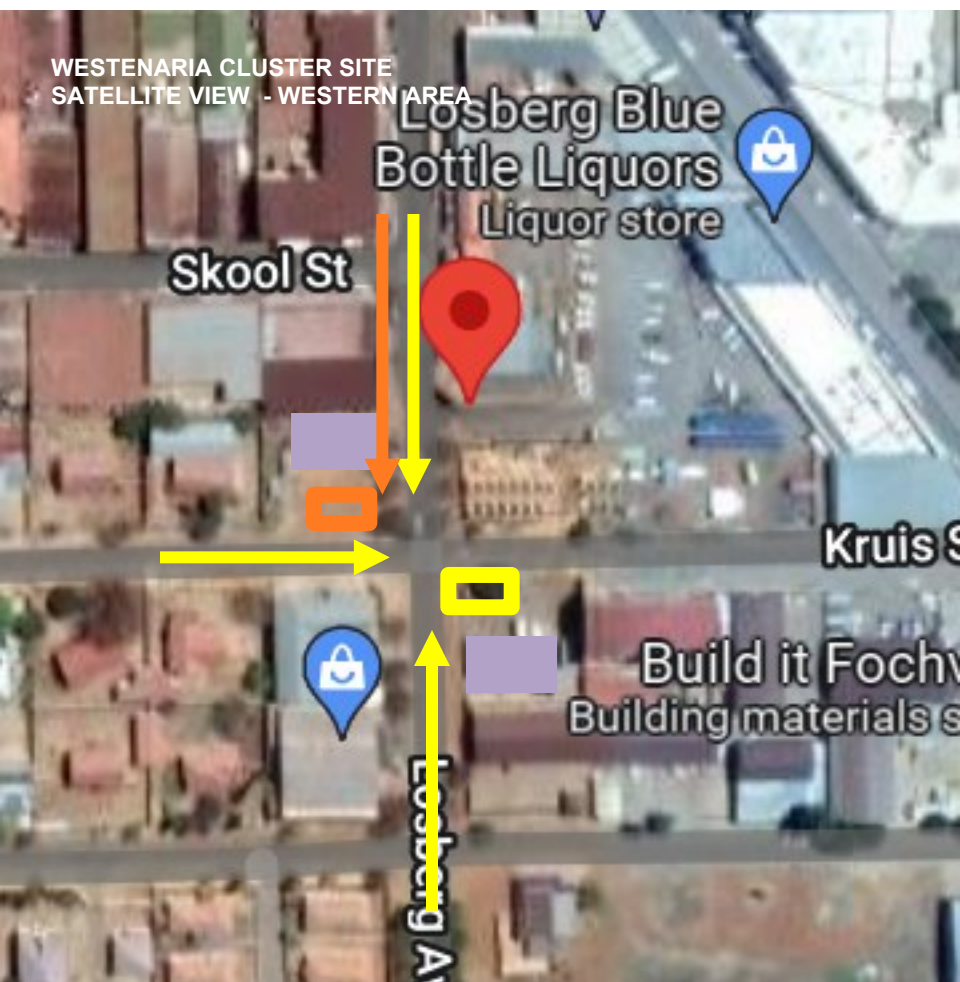
COST PER SURFACE: R 17 500



WESTERNARIA TAXI RANK CLUSTER SITE
LEAD FOR BILLBOARD 01 - WESTERN AREA
26°19'13.7"S 27°39'04.9"E



WESTERNARIA CLUSTER SITE
LEAD FOR BOARD 01 - WESTERN AREA

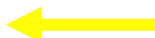


WESTERNARIA CLUSTER SITE
SATELLITE VIEW - WESTERN AREA



WESTERNARIA CLUSTER SITE
MAP VIEW - WESTERN AREA

KEY:

-  LEAD AND DWELL AREA (BUSY FOOD MARKET AND TAXI RANK)
-  BILLBOARD 01 (DOUBLE-SIDED)
-  BILLBOARD 02
-  LEAD FOR BOARD 2 – 150 M +
-  LEAD FOR BOARD 1 – 150 M +



COMMUTER CLUSTER SITE 5

FOCHVILLE CLUSTER SITE
WESTERN AREA

SITE SPECIFICATIONS:

QUANTITY: 1 X LARGE FORMAT BILLBOARD (DOUBLE-SIDED)

SIZES: 3 M X 6 M

LEAD: BILLBOARD 01: 60 M (TAXI RANK FACING)

DWELL TIME: 15sec – 30min

ESTIMATE LSM: 5 - 10

SITE FOOT COUNT: 450 000+

ADVERTISING SURFACES: 2

COST: R 35 000 PM (EXCLUDING VPI) *

COST PER SURFACE: R 17 500 PM (EXCLUDING)

CB/CC/FOCHVILLE01-FRONT



CB/CC/FOCHVILLE01-BACK



FOCHVILLE TAXI RANK CLUSTER SITE
LEAD AREA FOR BILLBOARD 01 - WESTERN AREA
26°29'39.9"S 27°29'42.0"E



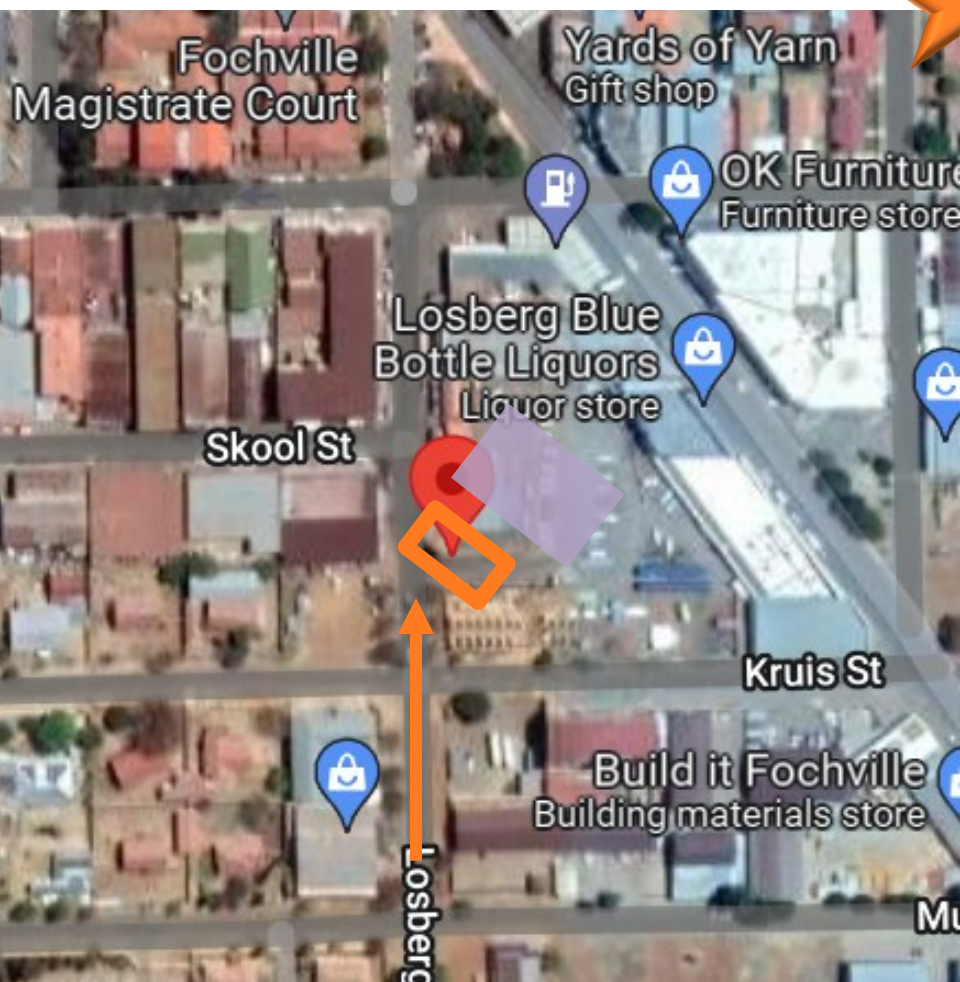
CLUSTER
BILLBOARDS

* VPI – VAT, PRINTING AND INSTALLATION

TYPE
CHROMADEK



FOCHVILLE CLUSTER SITE
LEAD FOR BOARD 01 - WESTERN AREA



FOCHVILLE CLUSTER SITE
MAP VIEW - WESTERN AREA

KEY:



FOOT LEAD AND DWELL AREA (BUSY FOOD
MARKET AND TAXI RANK)



BILLBOARD 01



LEAD FOR BOARD 01 - 60 M +

FOCHVILLE CLUSTER SITE
SAT VIEW - WESTERN AREA



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★ COMMUTER CLUSTER SITE 6

CARLTONVILLE GATEWAY CLUSTER SITE
WESTERN AREA

SITE SPECIFICATIONS:

QUANTITY: 1 X LARGE FORMAT BILLBOARD (DOUBLE-SIDED)

SIZE: 3 M X 6 M

LEAD: 150 M ON BOTH SIDES

DWELL TIME: BOARD 01: 2 – 30 min BOARD 02: 15sec – 3 min

ESTIMATE LSM: 5 - 10

SITE FOOT COUNT: 2 500 000 +

ADVERTISING SURFACES: 2

COST: R 35 000 PM / SITE (EXCLUDING VPI) *

AVERAGE COST PER SURFACE: R 17 500 PM (EXCL)

CB/CC/CARLTONV01 - FRONT



CB/CC/CARLTONV01 - BACK



CARLTONVILLE GATEWAY CLUSTER SITE
LEAD BOARD 01 - WESTERN AREA
26°21'09.6"S 27°23'49.9"E



TYPE
CHROMADEK

CARLTONVILLE GATEWAY CLUSTER SITE
STAR SIGHT OPPORTUNITY
BRAND OF WHOLE RANK AVAILABLE

POTENTIAL STAR SITE ADVERTISING SPACE



CARLTONVILLE GATEWAY CLUSTER SITE
MAP VIEW - WESTERN AREA
26°21'09.6"S 27°23'49.9"E

KEY:



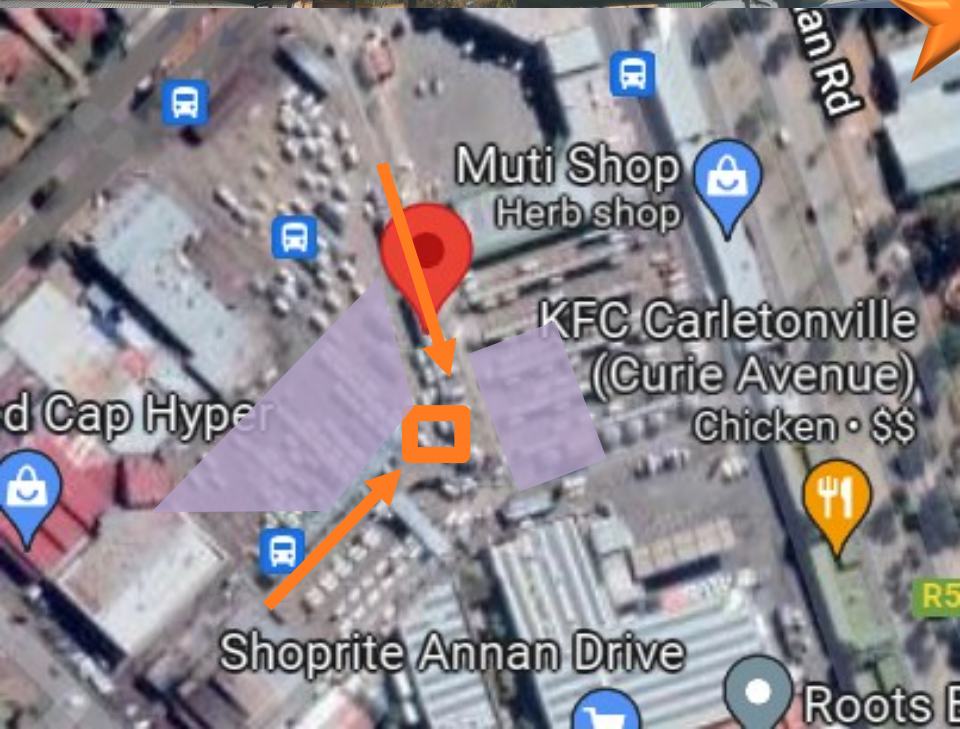
BILLBOARD 01



LEAD FOR BOARD 01 - 150 M +



DWELL AREA (VERY BUSY FOOD MARKET
AND TAXI RANK)



CARLTONVILLE GATEWAY CLUSTER SITE
SATELLITE VIEW - WESTERN AREA



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COMMUTER CLUSTER SITE 7

BRANTVLEI TAXI RANK CLUSTER SITE WESTERN AREA

SITE SPECIFICATIONS:

QUANTITY: 1 X LARGE FORMAT SELF-STANDING BILLBOARD

SIZES: 5 M X 20 M

LEAD: BILLBOARD 01: 270 DEGREE 200 M

DWELL TIME: 15 sec – 3 min

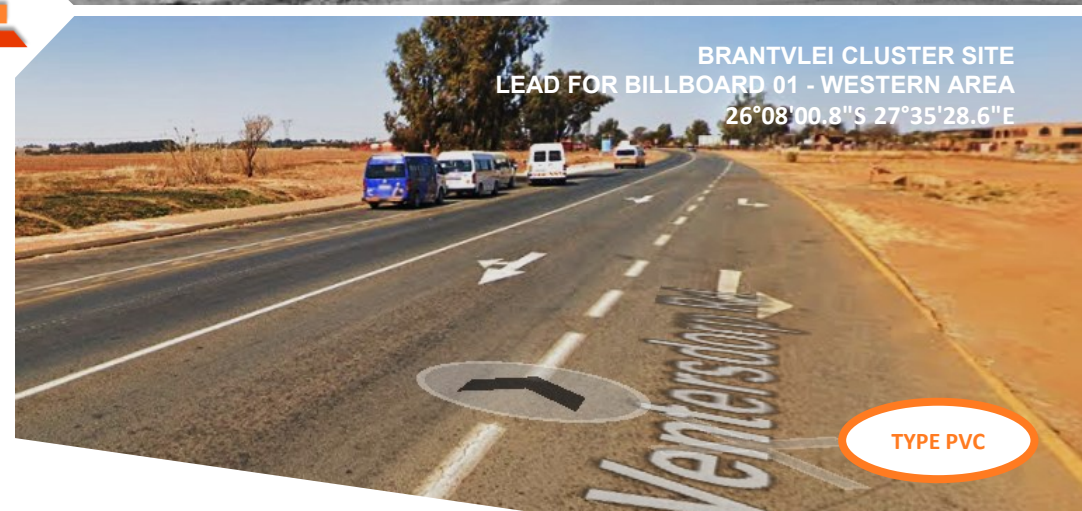
ESTIMATE LSM: 5 - 12

SITE FOOT COUNT: 1 500 000 +

ADVERTISING SURFACES: 2

COST: R 70 000 PM (EXCLUDING VPI) *

AVERAGE COST PER SURFACE: R 35 000 PM (EXCL)





VENTERSDORP BRANTVLEI CLUSTER SITE
LEAD STRECH FROM ALL SIDES - WESTERN AREA



VENTERSDORP BRANTVLEI CLUSTER SITE
MAP VIEW - WESTERN AREA



KEY:



BILLBOARD 01

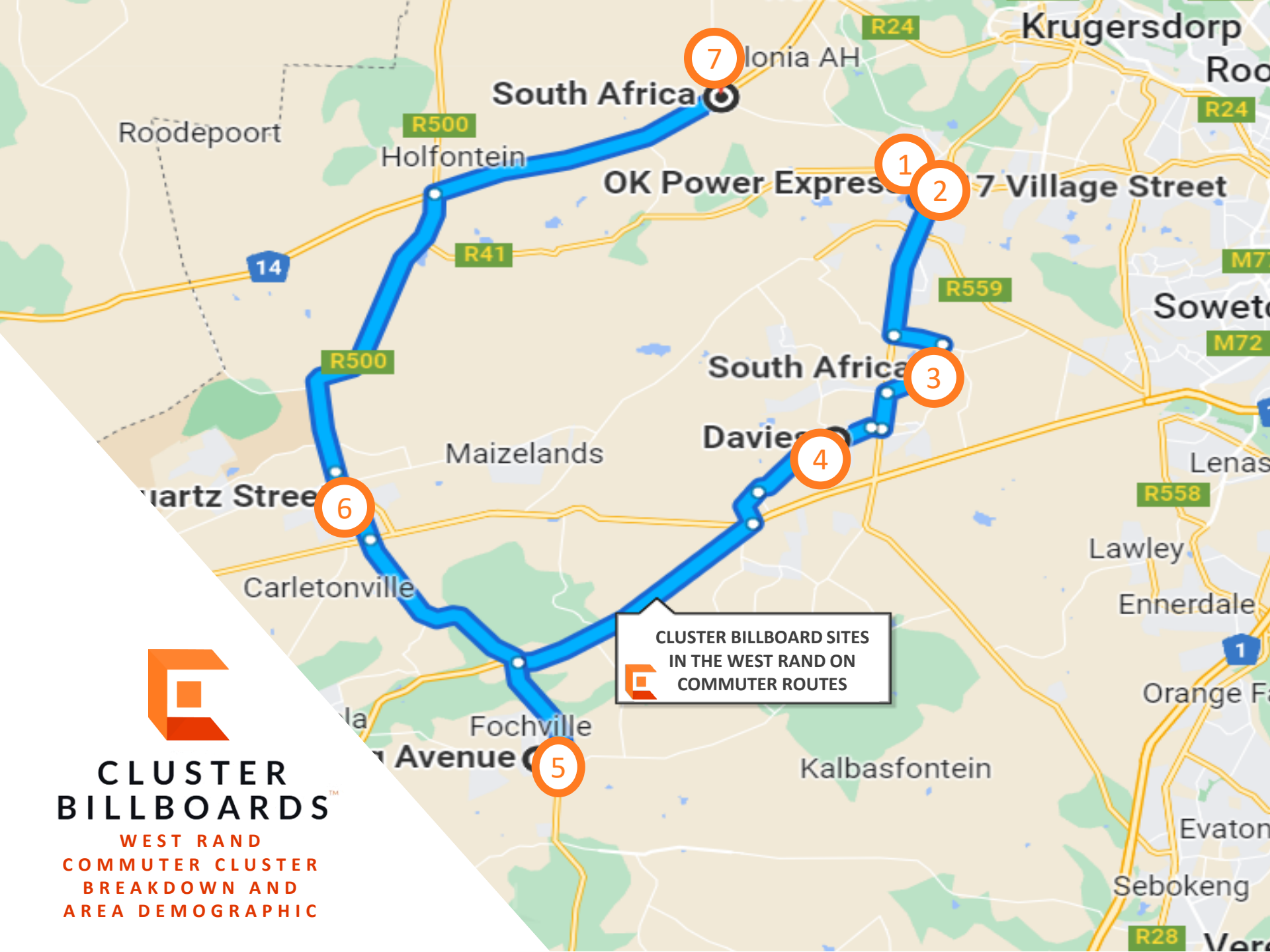


LEAD FOR BOARD 1 – 150 M + FROM ALL
SIDES (MAIN HIGHWAY INTERSECTION
FACING)

VENTERSDORP BRANTVLEI CLUSTER SITE
SAT VIEW - WESTERN AREA



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**CLUSTER
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WEST RAND
COMMUTER CLUSTER
BREAKDOWN AND
AREA DEMOGRAPHIC

WEST RAND COMMUTER CLUSTER BREAKDOWN AND AREA DEMOGRAPHIC

The West Rand has the lowest number of people with access to a vehicle in Johannesburg which means it has the highest number of people using public transport, of which most commute with taxis.

REGION: WEST RAND

CLUSTER TERM PERIOD: MIN 6 -12 MONTHS

ESTIMATED LOCAL POPULATION: 921 524

NUMBER OF SITES: (7) SEVEN

NUMBER OF BILLBOARD SURFACES: 17 SURFACES

CLUSTER LSM: 5 -10

COST OF CLUSTER PER TERM: R 1 680 000 - R 3 360 000

CLUSTER COST PER MONTH: R 280 000

PRINT COST: R 100 / SQUARE / SITE (EXCL)

FLIGHT COST: R 80 / SQUARE / SITE (EXCL)



**WEST RAND
COMMUTER CLUSTER
BREAKDOWN AND
AREA DEMOGRAPHIC**

**CUMULATIVE
GENERAL
HOUSEHOLD
EXPENDITURE ON
PUBLIC TRANSPORT
IN THE WEST RAND
(REPRESENTED IN
DARK BLUE)**

NUMBER OF HOUSEHOLDS WITH ACCESS TO A CAR

Municipality	Sub-region	Number of household	% Household with car access	Average car access per household	Average number of licensed drivers
	Emfuleni LM Urban (Evaton, VdB, Vereeniging)	288 005	5.4%	0.33	0.09
	Lesedi LM Rural	32 203	0.6%	0.31	0.07
	Lesedi LM Urban (Heidelberg / Ratanda)	17 119	0.3%	0.39	0.08
	Midvaal LM Rural East	31 911	0.6%	1.19	0.2
	Midvaal LM Rural West	27 446	0.5%	0.52	0.14
	Merafong LM	86 620	1.6%	0.43	0.12
	Mogale City LM Rural	48 048	0.9%	0.46	0.11
	Mogale City LM Urban (Krugersdorp / Kagiso)	126 737	2.4%	0.45	0.14
	Randfontein LM Rural	7 228	0.1%	0.32	0.07
	Randfontein LM Urban	53 799	1.0%	0.58	0.12
	Westonaria LM	54 057	1.0%	0.34	0.1
		5 364 096	100.0%	0.54	0.15

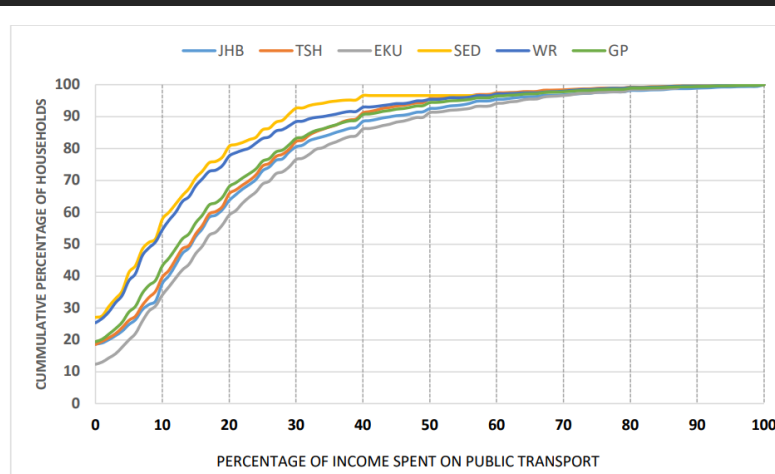
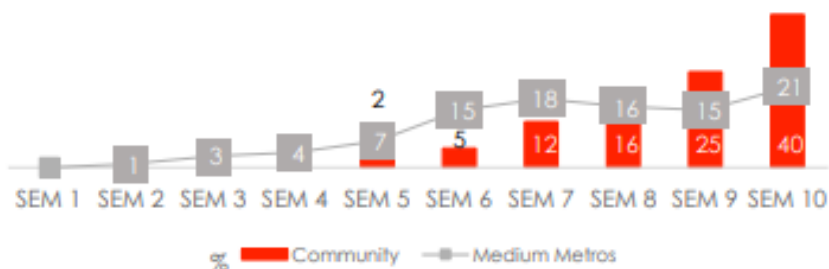


Figure 6: Cumulative general household expenditure on public transport

SOURCE: GHTS 2019 - 20 WEST RAND STATS



Socio Economic Measure (SEM) distribution

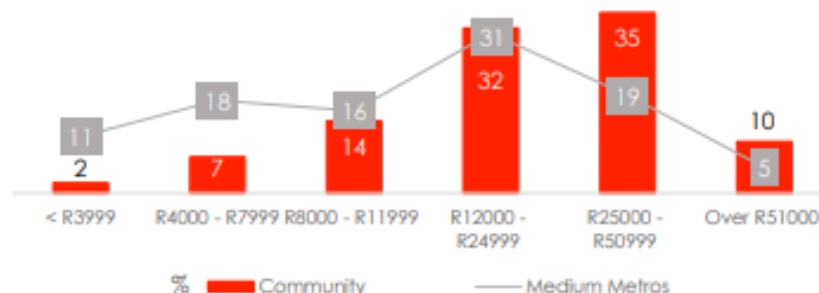


Monthly Household Income

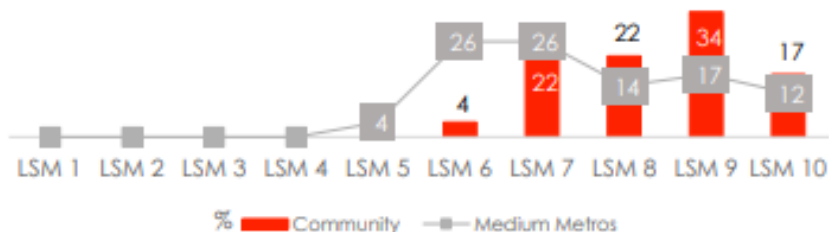
Mean
(Average monthly Household Income)

R27 120

R19 075



Living Standard Measurement (LSM) distribution



Percentage of people who have...

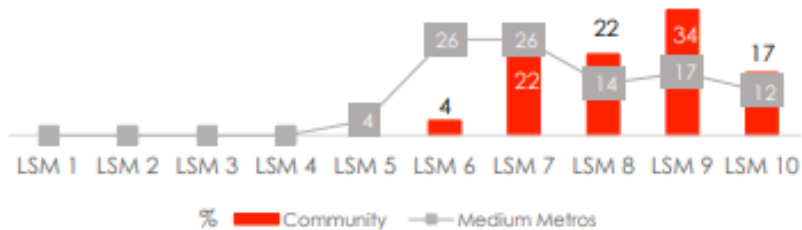
	Community %	Medium Metros %
Long Term Savings / Investments	41	51
Medical Aid	49	36
Credit Card	16	15
Own Business	6	6



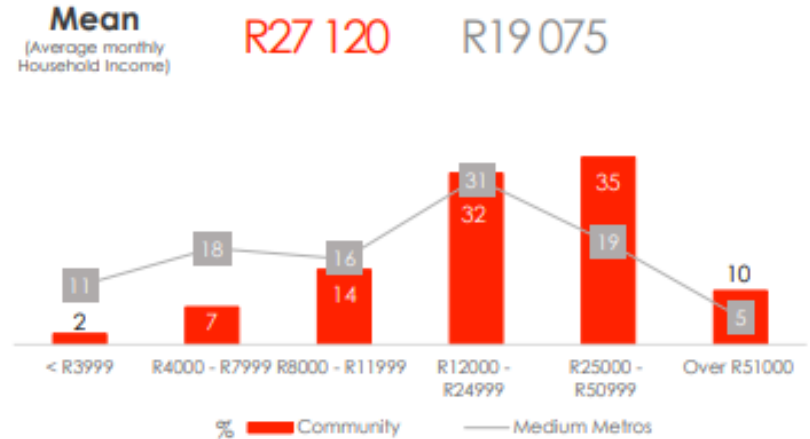
LSM DISTRIBUTION AND MONTHLY HOUSEHOLD INCOME (TRENDED) – WEST RAND



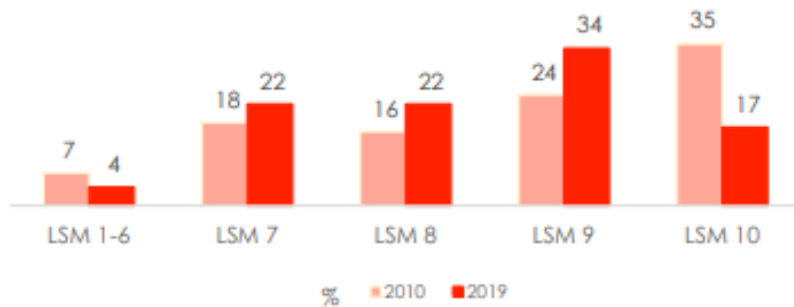
LSM distribution



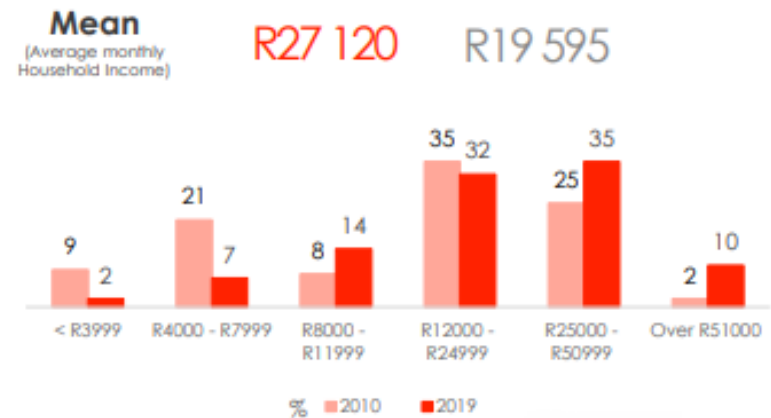
Monthly Household Income



LSM - Trended



Monthly Household Income - Trended





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