

PROPOSAL 2022





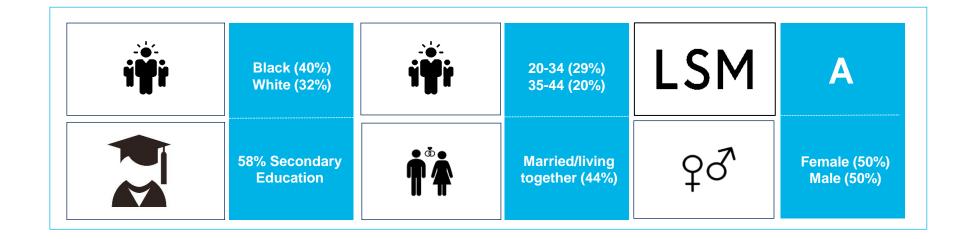
MALL SHOPPER PROFILE

Monthly Footcount: 366,600



Average monthly HHI: R 30,813.42

Households within the Primary catchment area

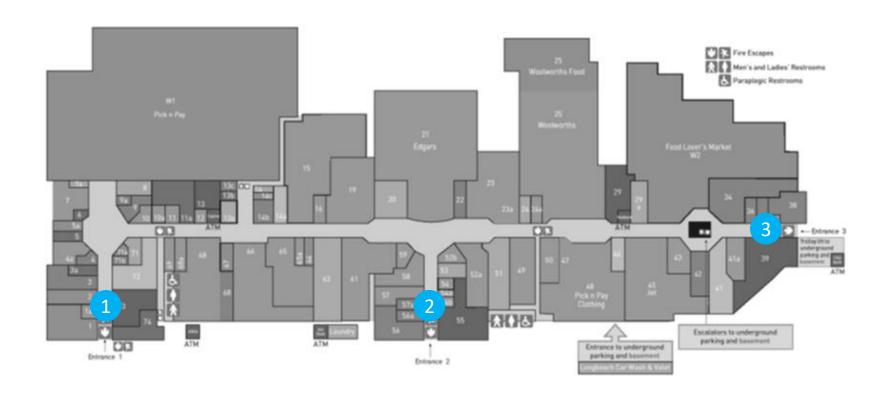


DIGI NAV / ICON

SITE LIST SUMMARY

- 1 Entrance 1, Picardi Rebel, Cash Crusaders, FNB, Hi Brow Waxing Salon
- 2 Entrance 2, Wimpy, Cell C, MTN, Nedbank
- 3 Entrance 3, ABSA, Spur, King Pie, Mugg & Bean, Karma Café, Ocean Basket

LONGBEACH MALL - SITE MAP



Province: Western Cape

Address:

Annual Foot Count: 4,399,207

GLA: 31,874

Site Code: LON/ICO/001M/1

Site Type: Static Nav

Site Location: Long Beach Mall, Entrance 1, Long Beach Mall, Cape

Town (Malls)

Media Rate Card: R2,900.00

Production and Flighting Rate: R 1,380.96





Province: Western Cape

Address:

Annual Foot Count: 4,399,207

GLA: 31,874

Site Code: LON/ICO/002M/1

Site Type: Static Nav

Site Location: Long Beach Mall, Entrance 2, Long Beach Mall, Cap

Town (Malls)

Media Rate Card: R2,900.00

Production and Flighting Rate: R 1,380.96





Province: Western Cape

Address:

Annual Foot Count: 4,399,207

GLA: 31,874

Site Code: LON/ICO/003M/1

Site Type: Static Nav

Site Location: LongBeach Mall, Entrance 3, Long Beach Mall, Cape

Town (Malls)

Media Rate Card: R2,900.00

Production and Flighting Rate: R 1,380.96





Province: Western Cape

Address:

Annual Foot Count: 4,399,207

GLA: 31,874

Package Code: LO02

Package Name: Long Beach Mall -Digi Nav 01

Package Elements: Digi Nav (3)

Site Location: Long Beach Mall, Entrance 1, Long Beach Mall, Cape

Town (Malls)

Media Rate Card: R4,260.00

Production and Flighting Rate: R -6.00





