



REAL SPACES  
REAL OPPORTUNITIES  
REAL BRANDS



NEED DATA?  
NO PROBLEM!  
WE'VE GOT YOU COVERED



## BRANDING POTENTIAL

Ensure maximum exposure, reach and returns for your brand with dynamic indoor, outdoor and digital media advertising opportunities.



### 1. Background

Bloem Plaza is situated in the heart of Bloemfontein's CBD. The shopping centre, formerly known as Sanlam Plaza was developed in 1973 – a grand old dame with beautiful brass and marble finishes – and is subsequently the oldest shopping centre in Bloemfontein.

The centre comprises of retail and office space, plus the Bon Hotel which forms part of the centre.

With a wide demographic profile creating a melting pot of cultures; the centre's location and fashion variety, combined with convenience, makes it a well-supported roleplayer in the CBD.

### 2. Fast Facts

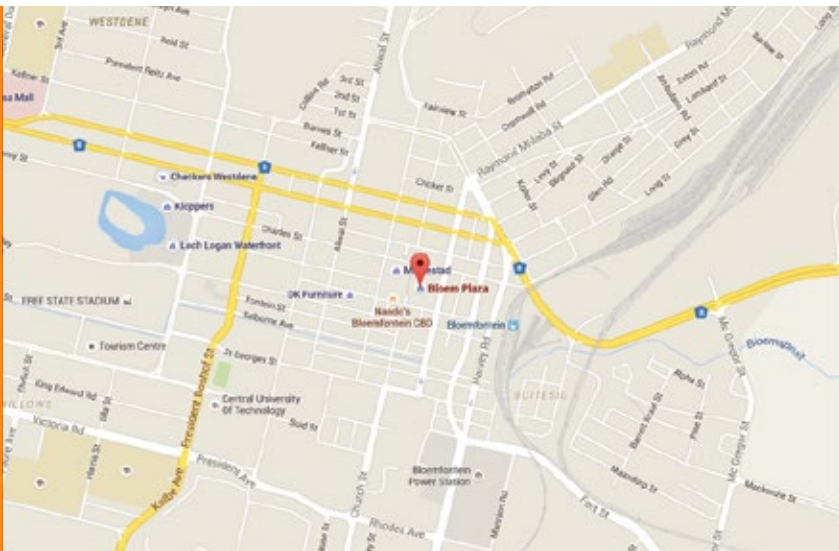
- Size of mall (GLA): 43 771 m<sup>2</sup>
- Anchor tenants:
  - Jet
  - Ackermans
  - Fashion World
  - Pep Stores
  - Pick n Pay
- Number of stores: 92
- Average foot count per month: Approximately 719 000
- Dwell time: 124 minutes

### 3. Shopper Demographics

- LSM: 1 – 8
- Gender
  - Female: 60%
  - Male: 40%
- Race
  - Black: 60%
  - Coloured: 20%
  - White: 10%
  - Asian: 10%
- Language
  - Sotho
  - Tswana
  - English
  - Xhosa

### 4. Location

Bloem Plaza is located on the corner of Oos Burger and Charlotte Maxeke Streets. It's close to the railway station as well as the taxi and minibus terminus.





## BRANDING POTENTIAL

Ensure maximum exposure, reach and returns for your brand with dynamic indoor, outdoor and digital media advertising opportunities.

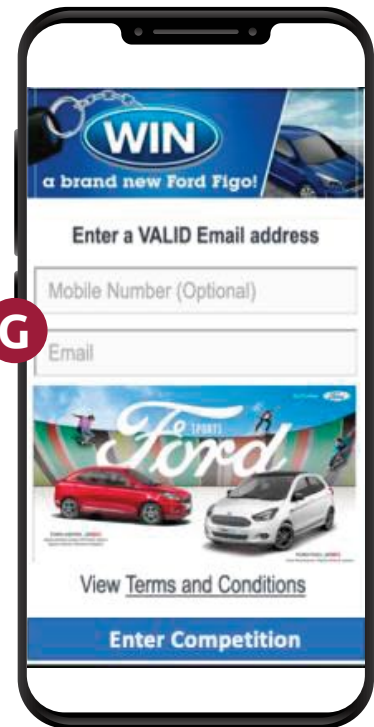
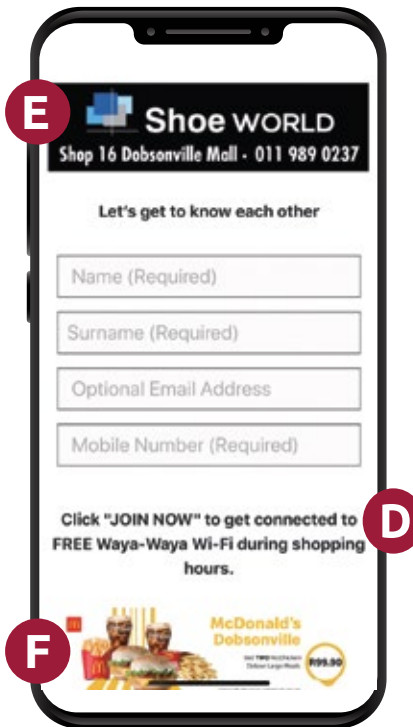
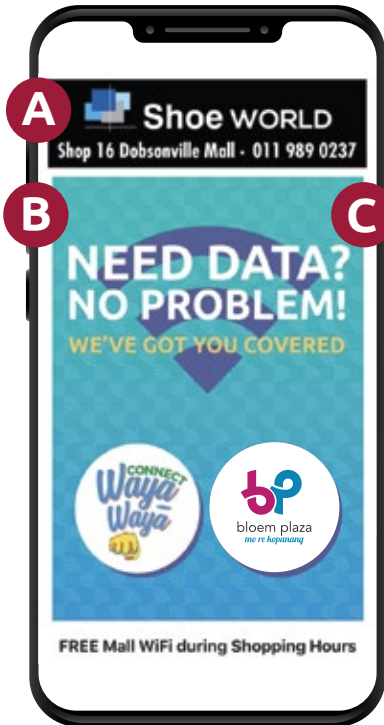


**NEED DATA?  
NO PROBLEM!  
WE'VE GOT YOU COVERED**

Stay connected in this mall with our **FREE Wi-Fi**

1. Connect to the Waya-Waya network
2. Register
3. Start browsing for FREE

[www.connectwayawayaya.co.za](http://www.connectwayawayaya.co.za)



DESCRIPTION	SIZE	AVAILABILITY	DURATION	RATES
<b>A</b> - Wifi LANDING PAGE HEADER	1411 x 398 px	3 ON ROTATION	4 WEEKS	R11 950
<b>B</b> - Wifi LANDING PAGE BANNER	992 x 1366 px	1 SPOT AVAILABLE	4 WEEKS	R13 750
<b>C</b> - Wifi LANDING PAGE BANNER + REDIRECT	992 x 1366 px	1 SPOT AVAILABLE	4 WEEKS	R21 900
<b>D</b> - POST-LOGIN REDIRECT ONLY	Website URL	1 SPOT AVAILABLE	4 WEEKS	R15 350
<b>E</b> - Wifi LOGIN HEADER	1411 x 398 px	3 ON ROTATION	4 WEEKS	R8 950
<b>F</b> - Wifi LOGIN FOOTER	1411 x 398 px	1 STATIC	4 WEEKS	R8 950
<b>G</b> - COMPETITION BANNER + Survey Redirect	992 x 1366 px	5 QUESTIONS MAX	4 WEEKS	R35 000

\*Competition option includes: post campaign reporting on engagement, reach and audience for the advert, post campaign reporting on findings of the survey, Management of the competition entries, draw and prize allocation

### 8. Contact

For any advertising enquiries, please contact [media@connectwayawayaya.co.za](mailto:media@connectwayawayaya.co.za)