



Gerhard Barnard

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As Is Marketing has put up flat-screen televisions in several popular public places throughout Mokopane. The locations are chosen with care, taking into consideration factors such as the amount of people who frequent the locations as well as the buying power of the average person who does so. The positions of the screens within each host location are also carefully considered. By making and displaying television quality advertisements (without sound), we provide an innovative and cost-effective means for our customers to advertise their goods and services to the greater Mokopane public.

Each advert is 45 to 60 seconds long, running in a continuous cycle. This cycle includes other adverts, fillers (funny videos, health tip videos etc) and general information. The content is created and compiled in a way that is geared towards keeping the public interested in the content of the advertising screens. An advertising cycle is structured in such a way so as to give each client a minimum of approximately 5000 ads per month across the network.

We currently have 7 TVs at 7 different venues:

1. **Dr. Pienaar, Els & van Wyk**, 36 Hooge Str.
2. **Drs. Van Heerden & Rossouw**, 54 Ruiter Rd.
3. **Dr. A van den Berg**, 44 Ruiter Rd.
4. **Dr. J van der Berg**, 42 Ruiter Rd.
5. **Medi Mall**, 120 Thabo Mbeki Dr.
6. **Dr XW Tlakula & Partners**, Shop 1 The Crossing, Thabo Mbeki Str.
7. **Dr HJ Geerkens**, 33 Pretorious Str.

Examples of sites:



Costs and additional information

The screens are sold as a singular unit. As Is Marketing is not VAT registered. There are two types of contracts:

1. 6 months, paid each month, at R950
2. 6 months, paid in advance, at R4500 (R750 per month)

The contract includes the design of the advert at no extra cost. Once the advert is approved it will be displayed for six months. The option to update the existing advert during the advertising term is included in the price.

We also have a website, www.mokopanetv.com. We market this easy to remember website extensively via the TV screens as well as other initiatives. Pages containing our advertisers' information and logos will also be found on this website, contributing to the awareness we create for them with the public.

Additional Services

As Is Marketing has similar advertising initiatives in Polokwane and Tzaneen. For more information, feel free to visit www.polokwanetv.com and www.tzaneentv.co.za.

For more information, please contact As Is Marketing's business representative in Mokopane:

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