



UNLEASH THE POWER OF **FLEET ADVERTISING**

Welcome to South Africa's most
visible and most versatile
media network

MEDIA KIT 2024



WHY CHOOSE FLEET ADVERTISING?

At Alt-Ad, we specialize in transforming trucks into powerful advertising canvases that drive your message across highways and city streets. Our innovative solutions are designed to maximize reach, enhance brand visibility, and deliver exceptional results.

Ready to see your brand on the move? Explore how Alt-Ad can revolutionize your advertising strategy and propel your business to new heights.

Alt-Ad recognizes that audiences are the cornerstone of any brand's success. Our media solutions deliver impactful messaging precisely when and where it matters most. We enable forward-thinking brands to harness the power of our extensive network, which includes over 500 trucks and generates 35 million weekly impressions. With our national reach covering both suburban and rural areas, combined with deep-rooted local community connections, we ensure your message resonates effectively across diverse landscapes. Our presence is both widespread and meaningful—everywhere you need to be.



Mastering the Strategy and Impact of Out-of-Home Advertising

Out-of-home (OOH) advertising is a highly effective medium with a demonstrated ability to drive favourable brand outcomes across the entire purchase funnel. Its cost-efficiency, characterized by a low cost per thousand impressions (CPM), makes it a valuable and strategic addition to any media plan, enhancing overall effectiveness and efficiency.

500+

Vehicles

Across Various
Fleets

2,5 MILLION

Kilometers

Travelled Every
Month

2,3K

Places

Visited Every
Month





Low CPM's

Maximize Your Budget: Lower CPM means you get more impressions for the same budget. This translates to greater visibility and brand exposure without overspending.

Enhanced ROI: With lower CPM, your advertising budget stretches further, delivering a higher return on investment. More impressions and engagement at a lower cost increase the effectiveness of your campaigns.

Broader Reach: Lower CPM enables you to reach a larger audience, which can be especially beneficial for brand awareness campaigns and new product launches.

Flexibility: With reduced costs, you have the flexibility to test different ad creatives, target various demographics, and experiment with different strategies without financial strain.

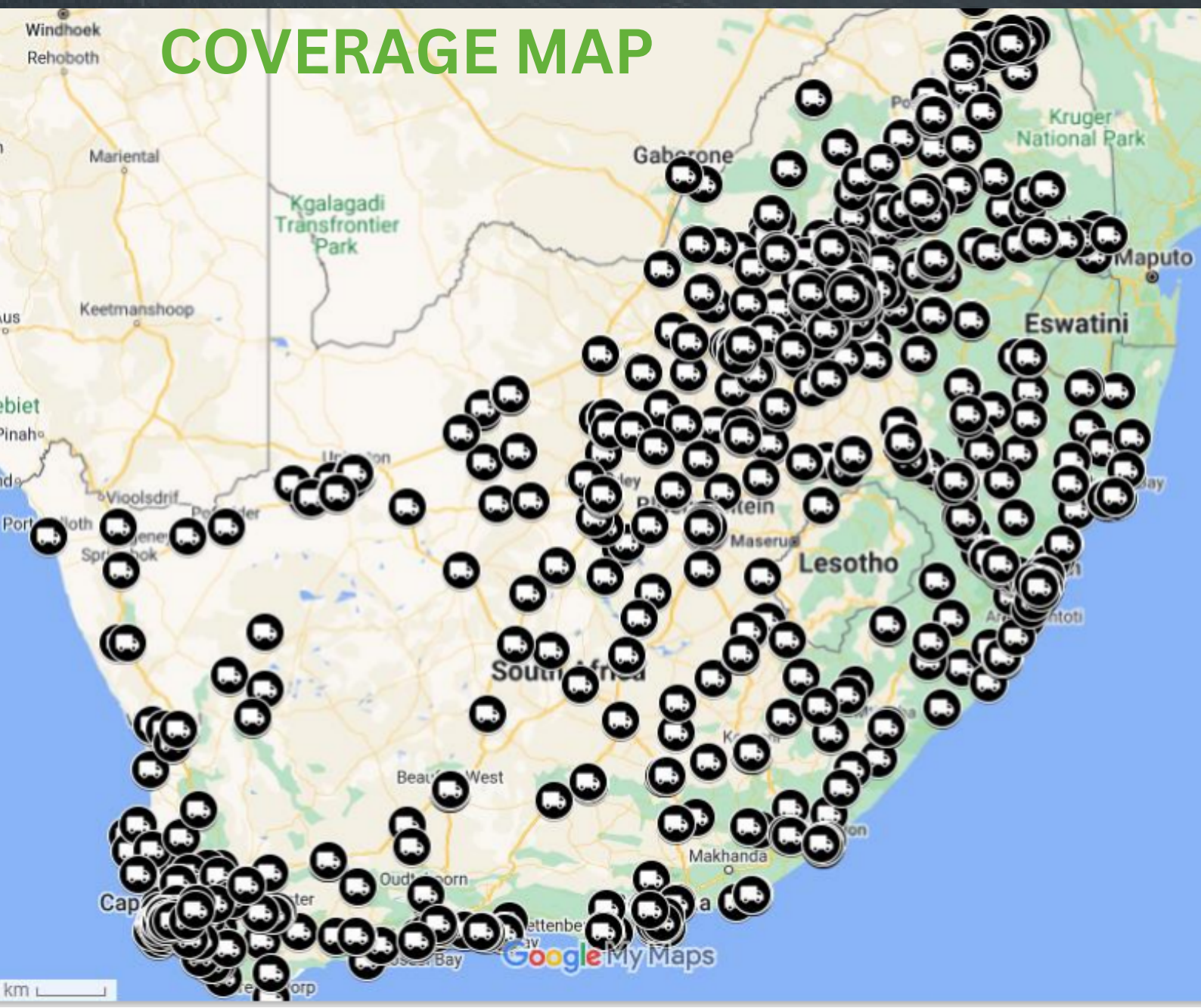
Targeting

We specialize in creating highly effective advertising campaigns tailored to meet your needs, whether you're focusing on specific geographic regions or aiming for a nationwide reach. Our expertise allows us to deploy targeted campaigns across key areas or cover all major routes and highways throughout South Africa, ensuring your message reaches the right audience wherever they are. By leveraging our extensive network and in-depth market knowledge, we provide strategic solutions that optimize your brand's visibility and impact.



ONE MONTH

COVERAGE MAP



THE FLEET

4-TONNERS

With their ability to effectively cover local areas, suburban zones, and major malls, 4-tonner trucks deliver broad reach and high visibility, driving engagement and maximizing your brand's impact.



THE FLEET

8-TONNERS

Our fleet of 8-tonner trucks provides a powerful advertising platform designed to cover the entire province with exceptional reach and visibility. With their expansive surface area, 8-tonner trucks offer a prominent display for compelling advertisements that capture attention from a distance.

1,8m



2,1m



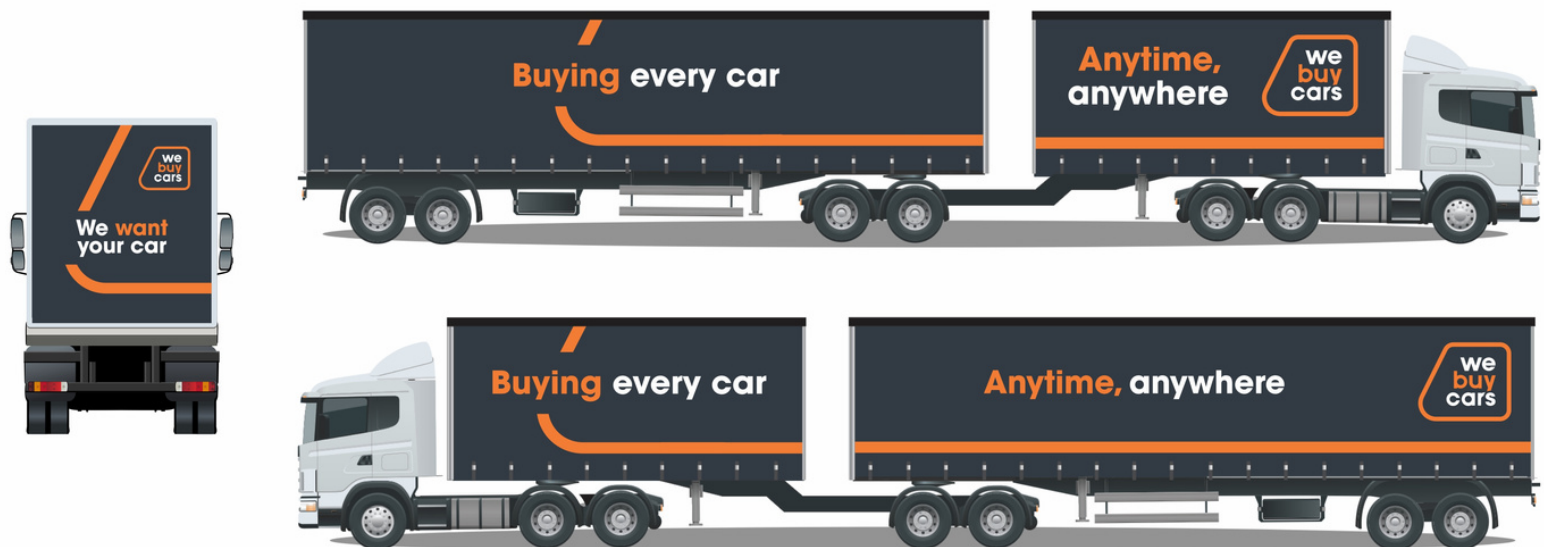
7,2m



THE FLEET

Super Link Taut-Liners

Our Super Link taut-liners are the ultimate choice for comprehensive advertising coverage across all major highways in South Africa. Their large, flexible surfaces provide an ideal canvas for high-impact advertisements that command attention from motorists and travelers alike. This expansive reach helps maximize your campaign's effectiveness and reinforces your brand's presence nationwide.







064 925 6005
Alt-Ad.co.za
49 Sophia St, Fairland, Johannesburg