

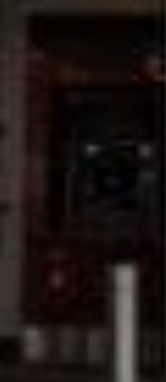
tlc



targeted lifestyle  
communication

LLM  
LA LUCIA MALL

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# BENEFITS OF WASHROOM ADVERTISING

- Target specific genders
- Minimal Clutter
- Full captivation only on your advert
- High dwell time (30 seconds – multiple minutes)
- Competitor Lock Out
- Audience receptive to messaging

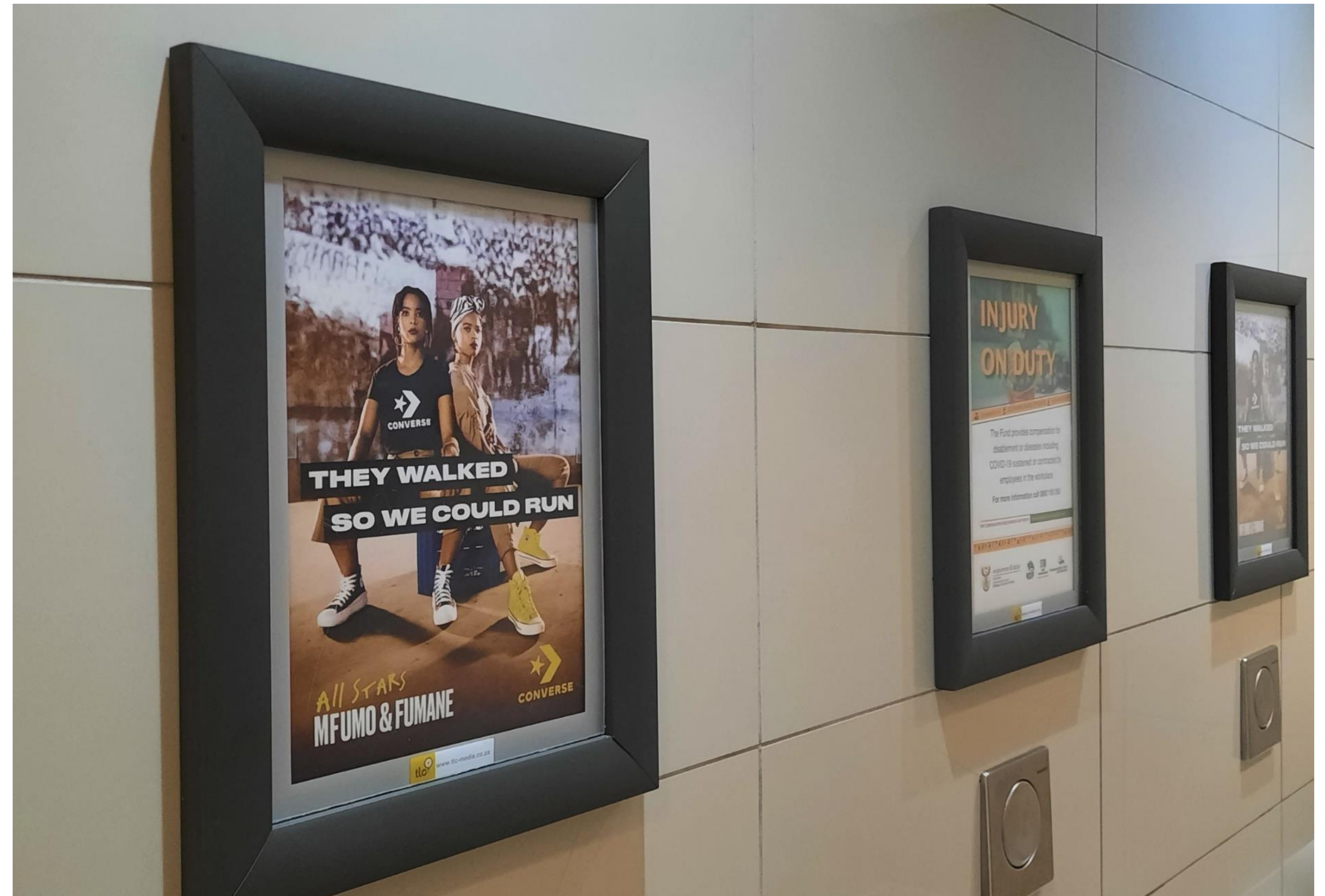
= **High levels of recall & awareness**



# ADVERTISING MEDIUMS

## A4 frames 50% package

Gender	Number of Frames	Media Cost	Production Cost
Male	16	R4,800	R400
Female	18	R5,400	R440
<b>Total</b>	<b>34</b>	<b>R10,200</b>	<b>R840</b>



Rates ex VAT

Media cost is the monthly rental fee.

Production cost is a once off fee/per artwork change for the printing, installation and maintenance of the campaign.

All bookings are subjected to availability and landlord approval



**Targeted Lifestyle Communication**

Tactical Branding

# THANK YOU



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