

OUT OF HOME CLASSIFICATION MATRIX

Your company name:

A: BILLBOARDS

B: ELECTRONIC

D: AMBIENT MEDIA

6 Sheets	Electronic	Any object or space that can be co-opted to carry an advertising message such as backs of tickets, projections on buildings at night, messages on hanging straps in busses, branding on playground equipment etc...
12 Sheets (1.5x3m)	Digital	
16 Sheets		
48 Sheets (3x6m)		
96 Sheets (3x12m)		
Spectaculars	C: WALLS AND MURALS	
Internally Illuminated Signs	Painted Walls	
Super Signs	Building Wraps	
Gantries		
Bridges		
Rooftops		

E: STREET

F: ACTIVATIONS

G: MOVING TRANSIT MEDIA

Street Pole Ads	Shopping Mall Promotions	Buses
ID Lites	Instore Promotions / Sampling	Taxis
Suburban Signs	Commuter Promotions	Trains
Tenant Towers	Campus	Trailers
Litter Bins		Trucks
Bus Shelters		Cars
Car Wash Branding		
Parking lot wheel stopper		
Ad Pillars		
Other street furniture		

H: RETAIL / STORE SIGNAGE

I: SPORT STADIUMS / ACTIVATIONS

J: STATIC TRANSIT MEDIA

Canopies	Electronic Perimeter Ads	Airport Outdoor
Store Fascias	Static Perimeter Ads	Airport Indoor
Super Store Fascias	Revolving Perimeter Ads	Railway Stations
In-Store Posters	Billboards - external*	Taxi Ranks
Trolleys	Billboards - internal*	Bus Terminals
Washrooms	Screen Ads	Gautrain Stations
Shelf Posters	Banners	
Escalators	Flags	
Fitting rooms	Inflatables	
	Aqua Ads	
	Sky Banners	
	Promotions	
	Other [Golf courses etc.]	

*external billboards at sports stadiums

*internal billboards in enclosed arenas/stadiums