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As Is Marketing has put up flat-screen televisions in several popular public places throughout Polokwane. 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 Polokwane 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 **19 screens at the following 18 locations:**

1. **Redimed24** - Cnr of Grobler and Burger
2. **Medpark Doctors** - Jorissen Street
3. **Floramed Doctors** - Cnr McDonald & Marshall
4. **Platinum Park, Doctor's Reception Area at Dischem** - Platinum Park, Bendor
5. **Polokwane Medical Centre** - 97 Joubert Street
6. **Pietersburg Diere Kliniek / Vet Clinic** – 217 Marshall Street
7. **Dentmed** - Cnr Thabo Mbeki and Compensatie
8. **Prime Spine** – 101 Genl. Maritz Street
9. **Matthew Ratcliffe Physiotherapy** - 153 Outspan Drive Bendor
10. **The Local Choice Pharmacy** - Cnr Of Thabo Mbeki and Burger
11. **Body Life Gym** – 100 Gen Maritz St, Welgelegen
12. **Parana Panelbeaters (Reception Area)** - 6 Yster Street, Ladine
13. **Gerhard vd Westhuizen Accountants (Reception Area)** - 92b Schoeman Street
14. **BF Distributors (Waiting Area)** - 124 Blaauwberg Street, Industria
15. **BSB Printers (Reception Area)** – Industria
16. **Morgan's Copy Shop** - 18 Thabo Mbeki Street, Santam Building, Opposite KFC
17. **Limpopo Fertility Clinic** – Suite 311, Netcare Pholoso Hospital, Cnr Grobler & Eland
18. **Bendormed** – 30 Bendor Dr, Bendor.



## Examples of Screens



## Costs and additional information

The screens are sold as a singular unit. As Is Marketing is not VAT registered. There are six contract types:

1. 12 months, paid in advance, at R1000 per month (once off payment R12 000)
2. 12 months, paid each month, at R1350 per month
3. 6 months, paid in advance, at R1350 per month (once off payment of R8100)
4. 6 months, paid each month, at R1750 per month
5. 3 months, paid in advance, at R1750 per month (once off payment of R5250)
6. 3 months, paid each month, at R2000 per month

The contract includes the design of the advert at no extra cost. Once the advert is approved it will be displayed for either three or six months. The option to change the advert does exist and is included in the price.

We also have a website, [www.polokwanetv.com](http://www.polokwanetv.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

Similar advertising initiatives are operated in Tzaneen and Mokopane. For more information please visit [www.tzaneentv.co.za](http://www.tzaneentv.co.za) and [www.mokopanetv.com](http://www.mokopanetv.com).

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

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