

omc

OUT OF HOME  
MEASUREMENT  
COUNCIL.

## Averages & Guidelines

ROAD 16/17/18



# Averages



# AVERAGES (4 weeks): National

	Billboards larger than 36m <sup>2</sup>	Billboards smaller than 36m <sup>2</sup>
<i>Number of sites</i>	<b>2 726</b>	<b>2 440</b>
Average reach	313k	164k
Average CPM reach	R 312	R 299
Average impacts	2.8m	1.5m
Average CPM impacts	R 43	R 43
Average frequency	8.8	8.7

**Note:** excludes sites with zero costs; excludes sites with reach of less than 10,000



# AVERAGES (4 weeks): Eastern Cape

	Billboards larger than 36m <sup>2</sup>	Billboards smaller than 36m <sup>2</sup>
<i>Number of sites</i>	70	116
Average reach	98k	86k
Average CPM reach	R 294	R 258
Average impacts	1.1m	990k
Average CPM impacts	R 34	R 31
Average frequency	10.2	10.3

**Note:** excludes sites with zero costs; excludes sites with reach of less than 10,000



# AVERAGES (4 weeks): Free State

	Billboards larger than 36m <sup>2</sup>	Billboards smaller than 36m <sup>2</sup>
<i>Number of sites</i>	47	28
Average reach	123k	64k
Average CPM reach	R 325	R 272
Average impacts	1.6m	735k
Average CPM impacts	R 40	R 36
Average frequency	12.8	10.3

**Note:** excludes sites with zero costs; excludes sites with reach of less than 10,000



# AVERAGES (4 weeks): Gauteng

	Billboards larger than 36m <sup>2</sup>	Billboards smaller than 36m <sup>2</sup>
<i>Number of sites</i>	1 919	1 397
Average reach	378k	195k
Average CPM reach	R 258	R 348
Average impacts	3.2m	1.7m
Average CPM impacts	R 38	R 53
Average frequency	8.0	7.8

**Note:** excludes sites with zero costs; excludes sites with reach of less than 10,000



# AVERAGES (4 weeks): Kwa-Zulu Natal

	Billboards larger than 36m <sup>2</sup>	Billboards smaller than 36m <sup>2</sup>
<i>Number of sites</i>	<b>219</b>	<b>313</b>
Average reach	181k	109k
Average CPM reach	R 389	R 194
Average impacts	1.8m	1.0m
Average CPM impacts	R 55	R 25
Average frequency	9.7	9.6

**Note:** excludes sites with zero costs; excludes sites with reach of less than 10,000



# AVERAGES (4 weeks): Limpopo

	Billboards larger than 36m <sup>2</sup>	Billboards smaller than 36m <sup>2</sup>
<i>Number of sites</i>	<b>114</b>	<b>100</b>
Average reach	41k	34k
Average CPM reach	R 757	R 325
Average impacts	583k	424k
Average CPM impacts	R 74	R 36
Average frequency	13.8	13.1

**Note:** excludes sites with zero costs; excludes sites with reach of less than 10,000





# AVERAGES (4 weeks): Mpumalanga

	Billboards larger than 36m <sup>2</sup>	Billboards smaller than 36m <sup>2</sup>
<b>Number of sites</b>	<b>87</b>	<b>98</b>
Average reach	72k	51k
Average CPM reach	R 505	R 376
Average impacts	980k	691k
Average CPM impacts	R 48	R 41
Average frequency	13.0	12.1

**Note:** excludes sites with zero costs; excludes sites with reach of less than 10,000



# AVERAGES (4 weeks): North West

	Billboards larger than 36m <sup>2</sup>	Billboards smaller than 36m <sup>2</sup>
<b>Number of sites</b>	<b>53</b>	<b>73</b>
Average reach	77k	57k
Average CPM reach	R 547	R 341
Average impacts	852k	634k
Average CPM impacts	R 71	R 47
Average frequency	10.1	11.4

**Note:** excludes sites with zero costs; excludes sites with reach of less than 10,000



# AVERAGES (4 weeks): Northern Cape

	Billboards larger than 36m <sup>2</sup>	Billboards smaller than 36m <sup>2</sup>
<i>Number of sites</i>	28	9
Average reach	55k	59k
Average CPM reach	R 755	R 125
Average impacts	752k	682k
Average CPM impacts	R 108	R 15
Average frequency	11.5	10.7

**Note:** excludes sites with zero costs; excludes sites with reach of less than 10,000



# AVERAGES (4 weeks): Western Cape

	Billboards larger than 36m <sup>2</sup>	Billboards smaller than 36m <sup>2</sup>
<i>Number of sites</i>	<b>186</b>	<b>280</b>
Average reach	300k	230k
Average CPM reach	R 289	R 174
Average impacts	2.8m	1.9m
Average CPM impacts	R 41	R 25
Average frequency	8.8	7.9

**Note:** excludes sites with zero costs; excludes sites with reach of less than 10,000



# Campaign Guidelines



# National: GUIDELINES (4 week campaign)

	Billboards larger than 36m <sup>2</sup>		Billboards smaller than 36m <sup>2</sup>	
	5 SITES	10 SITES	5 SITES	10 SITES
Universe	26.9m	26.9m	26.9m	26.9m
Reach %	16.9%	23.3%	15.6%	21.4%
Reach 000's	4.5m	6.3m	4.2m	5.8m
GRPs	244	368	247	359
Impacts	65.6m	99.0m	66.6m	96,7m
Frequency	14.4	15.8	15.9	16.8
CPT (impacts)	R4.49	R5.75	R1.31	R1.60
CPT (reach)	R64.73	R90.84	R20.87	R26.87
CPP	R1 206.50	R1 545.89	R354.32	R431.86



Note: excludes sites with zero costs

Source: ROAD 2016/17/18

# Eastern Cape: GUIDELINES (4 week campaign)

	Billboards larger than 36m <sup>2</sup>		Billboards smaller than 36m <sup>2</sup>	
	5 SITES	10 SITES	5 SITES	10 SITES
Universe	4.1m	4.1m	4.1m	4.1m
Reach %	36.2%	47.9%	39.1%	50.9%
Reach 000's	675k	894k	729k	951k
GRPs	619	1 004	763	1 016
Impacts	11.6m	18.8m	14.2m	18.9m
Frequency	17.1	21.0	19.5	20.0
CPT (impacts)	R8.63	R7.78	R4.50	R5.88
CPT (reach)	R147.61	R163.25	R87.95	R117.32
CPP	R161.01	R145.33	R84.09	R109.77



Note: excludes sites with zero costs

Source: ROAD 2016/17/18

# Free State: GUIDELINES (4 week campaign)

	Billboards larger than 36m <sup>2</sup>		Billboards smaller than 36m <sup>2</sup>	
	5 SITES	10 SITES	5 SITES	10 SITES
Universe	1.5m	1.5m	1.5m	1.5m
Reach %	44.8%	53.4%	33.3%	41.6%
Reach 000's	665k	791k	494k	617k
GRPs	870	1 469	579	779
Impacts	12.9m	21.8m	8.6m	11.5m
Frequency	19.4	27.5	17.4	18.7
CPT (impacts)	R5.89	R9.11	R6.95	R11.53
CPT (reach)	R114.22	R250.68	R120.68	R215.95
CPP	R87.25	R135.02	R103.00	R170.98



Note: excludes sites with zero costs

Source: ROAD 2016/17/18



# Gauteng: GUIDELINES (4 week campaign)

	Billboards larger than 36m <sup>2</sup>		Billboards smaller than 36m <sup>2</sup>	
	5 SITES	10 SITES	5 SITES	10 SITES
Universe	11.6m	11.6m	11.6m	11.6m
Reach %	32.0%	42.3	29.6%	39.1%
Reach 000's	3.7m	4.9m	3.4m	4.5m
GRPs	565	828	525	697
Impacts	65.4m	95.9m	60.8m	80.7m
Frequency	17.7	19.6	17.7	17.8
CPT (impacts)	R5.51	R6.14	R1.79	R2.16
CPT (reach)	R97.35	R120.17	R31.69	R35.51
CPP	R637.52	R711.58	R207.16	R250.3



Note: excludes sites with zero costs

Source: ROAD 2016/17/18

# KwaZulu-Natal: GUIDELINES (4 week campaign)

	Billboards larger than 36m <sup>2</sup>		Billboards smaller than 36m <sup>2</sup>	
	5 SITES	10 SITES	5 SITES	10 SITES
Universe	7.25m	7.25m	7.25m	7.25m
Reach %	43.8%	55.7%	38.2%	50.3%
Reach 000's	1.6m	2.0m	1.4m	1.8m
GRPs	667	1 117	549	862
Impacts	23.8m	39.8m	19.6m	30.8m
Frequency	15.2	20.0	14.4	17.1
CPT (impacts)	R6.94	R7.11	2.16	2.96
CPT (reach)	R105.65	R142.40	R31.01	R50.75
CPP	R247.51	R253.44	R76.97	R105.72



Note: excludes sites with zero costs

Source: ROAD 2016/17/18

# Limpopo: GUIDELINES (4 week campaign)

	Billboards larger than 36m <sup>2</sup>		Billboards smaller than 36m <sup>2</sup>	
	5 SITES	10 SITES	5 SITES	10 SITES
Universe	919k	919k	919k	919k
Reach %	46.8%	61.9%	44.7%	59.6%
Reach 000's	265k	351k	253k	337k
GRPs	796	1 227	770	1 358
Impacts	4.5m	6.9m	4.4m	7.7m
Frequency	17.0	19.8	17.2	22.8
CPT (impacts)	R23.40	R30.61	R17.29	R18.55
CPT (reach)	R288.99	R606.30	R297.57	R422.76
CPP	R132.39	R173.19	R97.76	R104.98



Note: excludes sites with zero costs

Source: ROAD 2016/17/18

# Mpumalanga: GUIDELINES (4 week campaign)

	Billboards larger than 36m <sup>2</sup>		Billboards smaller than 36m <sup>2</sup>	
	5 SITES	10 SITES	5 SITES	10 SITES
Universe	1.4m	1.4m	1.4m	1.4m
Reach %	37.7%	50.7%	37.9%	52.7%
Reach 000's	536k	721k	540k	750k
GRPs	801	1 044	675	972
Impacts	11.4m	14.9m	9.6m	13.8m
Frequency	21.3	20.6	17.8	18.5
CPT (impacts)	R11.06	R15.17	R3.61	R5.31
CPT (reach)	R235.41	R312.50	R64.24	R97.98
CPP	R157.53	R215.87	R51.39	R75.57



Note: excludes sites with zero costs

Source: ROAD 2016/17/18

# North West: GUIDELINES (4 week campaign)

	Billboards larger than 36m <sup>2</sup>		Billboards smaller than 36m <sup>2</sup>	
	5 SITES	10 SITES	5 SITES	10 SITES
Universe	1.2m	1.2m	1.2m	1.2m
Reach %	40.5%	48.2%	38.5%	48.6%
Reach 000's	503k	600k	479k	604k
GRPs	688	1 089	589	950
Impacts	8.6m	13.5m	7.3m	11.8m
Frequency	17.0	22.6	15.3	19.6
CPT (impacts)	R15.63	R19.34	R7.97	R7.69
CPT (reach)	R265.76	R436.72	R121.87	R150.39
CPP	R194.34	R240.60	R99.08	R95.67

265.76  
436.72  
121.87  
150.39



Note: excludes sites with zero costs

Source: ROAD 2016/17/18

# Northern Cape: GUIDELINES (4 week campaign)

	Billboards larger than 36m <sup>2</sup>		Billboards smaller than 36m <sup>2</sup>	
	5 SITES	10 SITES	5 SITES	10 SITES
Universe	898k	898k	898k	898k
Reach %	45.7%	49.8%	39.4%	40.8%
Reach 000's	217k	236k	187k	193k
GRPs	1 462	1 903	850	1 292
Impacts	6.9m	9.0m	4.0m	6.1m
Frequency	32.0	38.2	21.6	31.7
CPT (impacts)	R13.23	R24.43	R6.01	R7.91
CPT (reach)	R422.81	R934.15	R129.73	R250.64
CPP	R62.80	R115.98	R28.56	R37.58



Note: excludes sites with zero costs

Source: ROAD 2016/17/18

# Western Cape: GUIDELINES (4 week campaign)

	Billboards larger than 36m <sup>2</sup>		Billboards smaller than 36m <sup>2</sup>	
	5 SITES	10 SITES	5 SITES	10 SITES
Universe	4.7m	4.7m	4.7m	4.7m
Reach %	42.5%	53.4%	41.6%	52.0%
Reach 000's	2.0m	2.5m	2.0m	2.4m
GRPs	671	1 111	763	1 120
Impacts	31.6m	52.4m	36.0m	52.8m
Frequency	15.8	20.8	18.3	21.6
CPT (impacts)	R3.45	R4.10	R3.14	R2.98
CPT (reach)	R54.48	R85.39	R57.57	R64.14
CPP	R162.72	R193.24	R147.98	R140.18



Note: excludes sites with zero costs

Source: ROAD 2016/17/18