

OUT OF HOME CLASSIFICATION MATRIX (23/01/2014)

Your company name:

A: BILLBOARDS

B: Digital Out of Home (DOOH) C: STREET FURNITURE

Roadside Billboards (36m ² and larger)	Specified under media categories	Street Pole Ads
Roadside Billboards (smaller than 36m ²)		Directional signs
Painted Walls		Suburban Signs
Building Wraps		Tenant Towers
Digital		Litter Bins
Inflatables		Bus Shelters
Aqua Ads		Car Wash Branding
		Other Street Furniture

D: ACTIVATIONS

E: MOVING TRANSIT MEDIA

F: RETAIL / STORE MEDIA

Shopping Mall Promotions	Buses	Instore
Instore Promotions / Sampling	Taxis	Shelf Posters
Commuter Promotions	Trains	Trolleys
Sports Stadia	Trailers	Washrooms
Leaflet Promotions	Trucks	Mall Advertising
Knock 'n Drop	Cars	Wallscapes
	Digital	Store Fascias
	Sky Banners	Digital

G: STADIUM MEDIA

H: STATIC TRANSIT MEDIA

Electronic Perimeter Ads	Airport Outdoor - digital
Static Perimeter Ads	Airport Indoor
Revolving Perimeter Ads	Railway Stations
Billboards - external*	Taxi Ranks
Billboards - internal*	Bus Terminals
Digital	Gautrain Stations
Banners	Digital
Flags	

*external billboards at sports stadiums

*internal billboards in enclosed arenas/stadiums