

Street Pole Ads expands into Southern Africa - first stop Botswana

Street Pole Ads has entered into a 50/50 joint venture with Botswana based outdoor media operator Joplin (Pty) Ltd, securing contracts for Street Pole Ads in Gabarone.

Joplin (Pty) Ltd was the first local operator to introduce street pole advertising into Botswana, and has worked closely with the council in Gabarone over the last two years to develop bylaws regulating their use. The major black empowerment deal will see Street Pole Ads implemented in the highly lucrative 'Zone B' of Gabarone, which includes the Western Bypass as well as other main arterials that provide exposure to a large local market.

Street Pole Ads in Botswana marks the first point of departure for South African outdoor media specialist ADreach into other regions in Africa, and their first signs went up in September 2005 - with almost 1 000 signs now available in Gabarone.

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