

HOËRSKOOL ROB FERREIRA

Postnet Suite 275
Privaatsak X9910
WITRIVIER
1240

Tel: (013) 751 2281/2
E-pos: robadmin@robbies.co.za
Webwerf: www.robbies.co.za



ROB FERREIRA HIGH SCHOOL

Postnet Suite 275
Private Bag X9910
WHITE RIVER
1240

Tel: (013) 751 2281/2
Email: robadmin@robbies.co.za
Web site: www.robbies.co.za

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Partnership Opportunity: Hoërskool Rob Ferreira Electronic Billboard

Hoërskool Rob Ferreira is offering a premier advertising opportunity for local businesses and partners to gain high-frequency visibility within the White River community. Our state-of-the-art electronic billboard, situated strategically on the school premises, ensures your brand stays top-of-mind for parents, students, staff, and daily commuters.

Why Advertise With Us?

By placing your brand on our electronic billboard, you aren't just buying ad space; you are investing in the community and aligning your business with one of the region's leading educational institutions.

The Numbers at a Glance:

- **Ad Duration:** 10-second slots.
- **Frequency:** Approximately 12 displays per hour.
- **Monthly Reach:** Up to **5,750 displays** per month.
- **Visibility:** High-traffic location with constant exposure during school hours and peak transit times.

Investment Structure

We have kept our pricing competitive to ensure businesses of all sizes can benefit from this digital platform.

Item	Cost	Description
Monthly Airtime	R2,970	Flat monthly rate for the agreed frequency.
Flighting Fee	R200	A one-time initial setup fee to load your media.
Design Service	R950	Optional professional design fee (if you require us to create the ad for you).

Technical Requirements

If you choose to provide your own artwork, please ensure it meets the following criteria for optimal display:

- **Pixels:** 768x384
- **Format:** MP4 format
- **Content:** We recommend bold text and high-contrast visuals to ensure readability from a distance.

Note: All advertisements are subject to approval by the school governing body to ensure alignment with the school's values and branding.

Secure Your Spot

Ready to put your brand in front of thousands of eyes every month? Space is limited to ensure maximum frequency for our current partners.

Robbie greetings,

Ané Bekker
Marketing and Sponsor Coordinator
Rob Ferreira High School
ane@rfhs.co.za