

UMLALAZI OUTDOOR



uMlalazi
Local
Municipality

ADVERTISING GUIDELINE



The SAMOAC SOUTH AFRICAN MANUAL FOR OUTDOOR ADVERTISING CONTROL

The SAMOAC (South African Manual for Outdoor Advertising Control) serves as a manual guide for control and displaying of outdoor advertising signs within local authorities. This is to ensure that all media owners are given equal opportunities to advertise with due regard to public safety and reasonable standards of appearance that will not degrade or impact the amenities of neighbourhoods.

Section 2(1) of Umlalazi Municipality Bylaws states that **"No person shall display or erect any advertising signs or hoarding or use any structure or device as an advertising sign**

without first having obtained the written approval from Council". This suggests that all signs visible to public road must be applied for to Council.

JBC Media Group is a black owned company specialising in outdoor advertising management and recently appointed to manage outdoor advertising within Umlalazi Municipality. This pamphlet therefore serves as a guide in educating and informing the public about the application process for outdoor advertising signs in Umlalazi Municipality.

Posters

Posters shall only be approved for specific meeting, function, election or an event.

A Poster shall have the following information for approval:

- Only A1 poster size is allowed for events (900mm x 600mm)
- Display only name, venue, and date of the event
- Maximum of 15 bits of information (words) on a poster
- No prices to be displayed on a poster
- All posters to have a blank white box at the bottom right corner of the Poster for official use (7,5cm x 7,5 cm)
- Approved posters can be displayed for a period of 14 days
- Be removed within 2 days after the event ended.



On-site/Building Name Signs

These signs are displayed on a specific site, premises or building and which refers to an enterprise, activity, product, service or attraction located,



provided on that premises or site or inside that building.

Application for these signs require the following:-

- Application form to be completed and submitted
- Application fee to be paid
- Owner to sign the proposed advertising sign
- Copy of Title deed to be provided
- Locality plan to be provided including GPS coordinates
- Block plan to a scale of 1:500 showing every building on site, positioning including dimensions including fixing details
- Suitable photos or super imposed artwork to be submitted





Transit / Mobile Trailer Advertising Signs

For this type of sign to be approved, the following is required;

- Application form to be completed and submitted
- Application fee to be paid
- Copy of log-book
- Must have public liability insurance
- Cannot be parked for 3rd Party Advertising

**Transit signs
shall only be
permitted**

*in line with Road Traffic
Legislation*



Billboards

Billboards are aimed at advertising 3rd party products, activities or services.

They only permitted in areas determined by Council.

**A****B****C**

Application for billboards include the following:-

- Application form to be completed and submitted
- Application fee to be paid
- Motivation to be submitted
- Permission from landlord given rights to media owner
- Copy of Title deed to be provided
- Locality plan to be provided including GPS coordinates
- Block plan to a scale of 1:500 showing every building on site, positioning including dimensions including fixing details
- Suitable photos or super imposed artwork to be submitted
- Structural Engineers Certificate to be provided once erected.

Why Out of Home (OOH)



Diversity

OOH amplifies and complements other media campaigns, broadening broadcast, such as: online, print, radio and TV



Broad footprint

Targets a large and diverse consumer market on route to: home, work, shop and play

OOH delivers high reach and frequency continuously at each strategic geographic location



Value for Money

OOH delivers a lower cost per thousand, compared to other media, seen instantly by a captive audience, without being able to be switched off, put down or blocked



Strong Performance

Positively impacts purchase behavior impacting consumers awareness and recognition

Applications can be submitted to...

CONTACT US



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