



SMARTadvertising

Advertising Made Simple



*A business
with no sign
is a sign of
no business.*

PREMIUM DIGITAL BILLBOARD
ADVERTISING IN PRETORIA

MEDIA KIT 2026



180,000+
VEHICLES PASSING
DAILY (AVERAGE)



DOUBLE-SIDED
MAXIMUM VISIBILITY
IN BOTH DIRECTIONS



5 x 20m
100m² PER SIDE
HIGH-IMPACT DIGITAL DISPLAY



PRIME
HIGH-VISIBILITY
LOCATION



PRE-LAUNCH RATE
R19,499.99 PER SIDE
EXCLUDING VAT

*Pre-launch price available until 30 September 2026.



LOCATION

This massive, double-sided digital screen targets traffic in both directions on South Africa's busiest highway - the N1 Southbound and Northbound.



Situated opposite Irene on the N1 | 2 – 4 km south-west of John Vorster

Centurion and Pretoria

One of the busiest highways in Africa

Section of the N1 (Gauteng)	Vehicles p/d	Vehicles p/m
Johannesburg–Pretoria (average)	180,000–250,000	5.4–7.5 million
Busiest sections	250,000–300,000+	7.5–9 million+

These figures align with SANRAL and Gauteng Freeway Improvement Project traffic data, showing sustained growth on the N1 corridor over the years. Peak-hour traffic has exceeded 13,000 vehicles p/h on some sections, making it one of South Africa's busiest stretches.

For advertising purposes

If you're evaluating a billboard or digital screen on the N1 in Gauteng, a reasonable planning estimate is:

Assuming an average occupancy of 1.3–1.6 people per vehicle, a billboard on a high-traffic section of the N1 could potentially be seen by:

Monthly traffic exposure: 6–9 million vehicle passes
Annual traffic exposure: 70–100 million vehicle passes

8–14 million people (occupant impressions) p/m

SOUTHBOUND (PTA)

5m x 20m | Digital

12 Slots | 15 Seconds

480 Spots per day



Lite

R30 000 p/m *Excl.*

1 Month

Premium

R25 000 p/m *Excl.*

6 Months

LAUNCH SPECIAL PRICE

Plus

R19 500 p/m *Excl.*

12+ Months

NORTHBOUND (JHB)

5m x 20m | Digital

12 Slots | 15 Seconds

480 Spots per day



Lite

R30 000 p/m Excl.

1 Month

Premium

R25 000 p/m Excl.

6 Months

LAUNCH SPECIAL PRICE

Plus

R19 500 p/m Excl.

12+ Months



N1 Double-sided Billboard

