



MARKETING PROSPECTUS AND RATES





CENTRE INFORMATION

Situated on KwaZulu-Natal's picturesque South Coast, this bright, fresh and newly redeveloped 34 500 m² centre is located in the heart of the business, residential and commercial node of the South Coast.

Southcoast Mall is ideally positioned at the Shelly Beach and Izotsha Road off-ramp on the N2 highway and offers a perfect mix of retail, fashion and home décor stores. This ideal combination is why Southcoast Mall delivers the ultimate in shopping convenience.

MARKETING OPPORTUNITIES

Exhibition space is available at various high-traffic locations throughout the mall. This is an ideal platform to showcase your products and services, interact with shoppers, get brand exposure and meet the objectives of your promotion. Various high-impact outdoor and indoor advertising platforms are also available.

FAST FACTS

TOTAL TENANTS	67
PATRONS	LSM 8-10
ANNUAL FOOT COUNT	3,6 million
EXHIBITION SITES	5
INDOOR MEDIA SITES	10
OUTDOOR MEDIA SITES	8

EXHIBITION SPACES

1. **CENTRE COURT 1 (GAME): 70m²**
R1 200 + VAT per day
 Centrally located near Game.
2. **CENTRE COURT 3 (CHECKERS): 70m²**
R1 200 + VAT per day
 Centrally located near Checkers.
3. **CENTRE COURT 2 (FOOD): 50m²**
R1 200 + VAT per day
 Situated near popular eateries like Mugg & Bean.
4. **SMALL ATRIUM 1: 60m²**
R1 200 + VAT per day
 Situated in clothing district of the mall near Jet.
5. **SMALL ATRIUM 2: 60m²**
R1 200 + VAT per day
 Situated in homeware district of the mall near Sheet Street.

GO TO PAGE 4 FOR AN ILLUSTRATED FLOOR PLAN

INDOOR MEDIA SITES

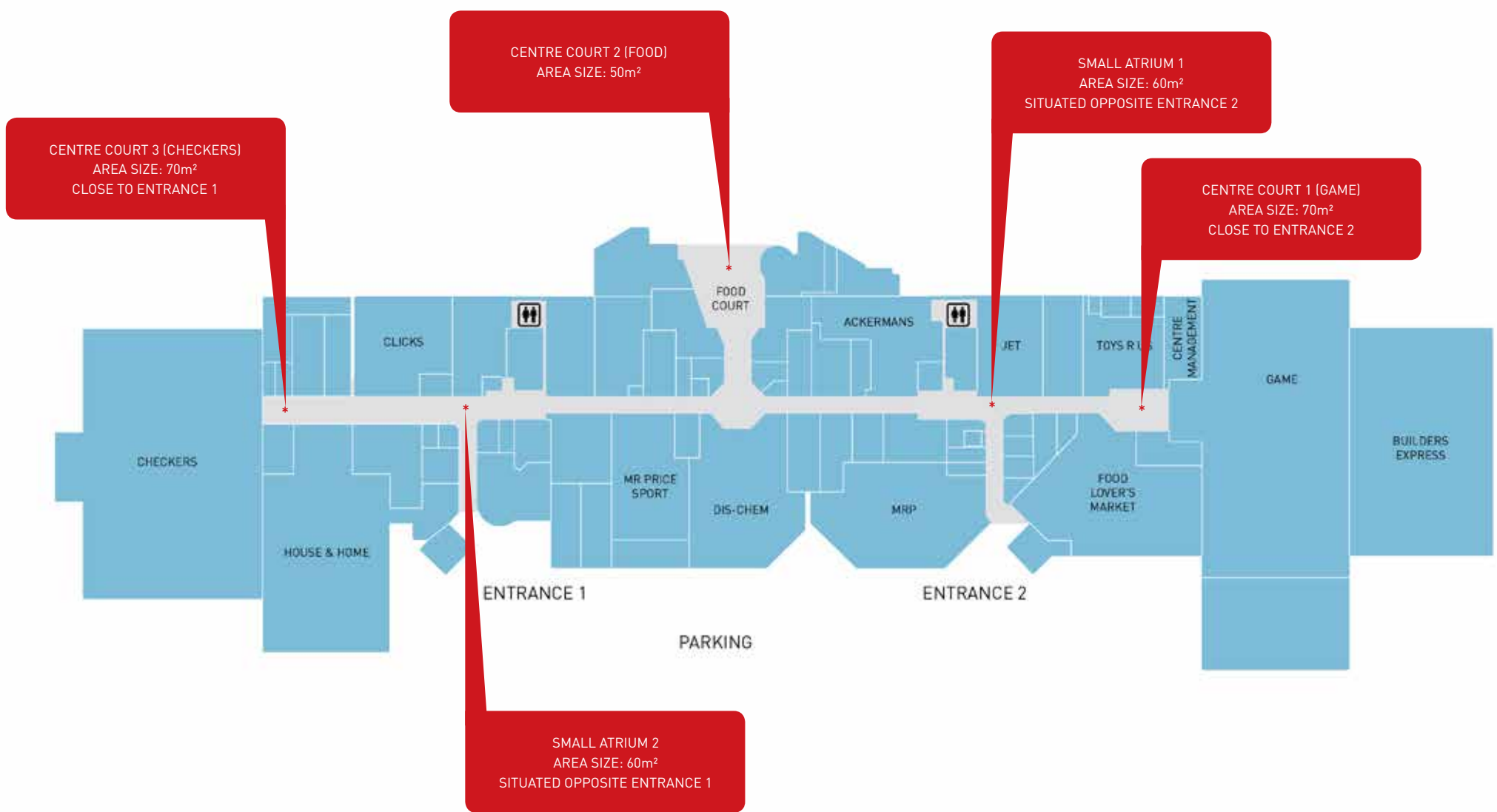
1. **HANGING BANNERS**
R3 000 + VAT per month
 Four 2m x 1m banners situated in the main corridor.
2. **DIS-CHEM BULKHEAD**
R3 000 + VAT per month
 A 2m x 3m bulkhead space situated above Dis-Chem.
3. **ATRIUM BULKHEAD A**
R3 000 + VAT per month
 A 2m x 6m bulkhead in a central atrium area with ample natural light.
4. **ATRIUM BULKHEAD B**
R3 000 + VAT per month
 A 3m x 5m bulkhead in a central atrium area with ample natural light.
5. **WALL AD – FRUIT & VEG CITY**
R2 500 + VAT per month
 A 3.5m x 2m wall ad space situated at the entrance, near Fruit & Veg City.
6. **LIGHTBOX UNIT**
R2 500 + VAT per month
 Centrally located in the mall.
7. **MUGG & BEAN BULKHEAD**
R2 000 + VAT per month
 A 500mm x 7m bulkhead situated in the corridor, near Mugg & Bean.
8. **WALL AD – CLOTHING JUNCTION**
R1 500 + VAT per month
 A 2.5m x 1.5m wall ad space situated next to Clothing Junction.
9. **DIGITAL UNIT**
R750 + VAT per month
 Situated in the central corridor of the mall.
10. **SNAPPER FRAME POSTERS:**
Please enquire for details and pricing
 Various sites available in the mall, A1 and A4 sizes.

OUTDOOR SITES

1. **SCM SIGN**
R6 000 + VAT per month
 Visible billboard situated on the hilltop surrounding the mall.
2. **STREET BILLBOARD**
R6 000 + VAT per month
 Large billboard situated on the side of the road entering the mall.
3. **PARKING AREA WALL AD**
R4 000 + VAT per month
 A 6m x 6m wall ad space in the parking area.
4. **WINDOW CONTRAVISION – ENTRANCE 1 BULKHEAD**
R4 000 + VAT per month
 Large bulkhead window area at entrance 1.
5. **WINDOW CONTRAVISION – ENTRANCE**
R2 000 + VAT per month
 Large glass windows at entrance to the mall.
6. **WINDOW CONTRAVISION – FOOD LOVER'S MARKET ENTRANCE**
R2 000 + VAT per month
 Large glass windows at entrance of mall near Food Lover's Market.
7. **ENTRANCE 1 PAVE AD**
R1 500 + VAT per month
 Situated on the pavement at entrance 1 of mall.
8. **ENTRANCE 2 PAVE AD**
R1 500 + VAT per month
 Situated on the pavement at entrance 2 of mall.

GO TO PAGE 5 FOR EXAMPLES

FLOOR PLAN



BILLBOARD – ISD 001



PAVE AD 1



PAVE AD 3



BILLBOARD – ISD 002



PAVE AD 2



PAVE AD 4



EXHIBITION BOOKING REQUEST

THANK YOU FOR YOUR INTEREST IN HOLDING A PROMOTION AT SOUTHCOAST MALL.
PLEASE PRINT, COMPLETE AND SIGN THIS FORM AND EMAIL TO JANEP@REDEFINE.CO.ZA

EXHIBITOR DETAILS

Company name	
Physical address	
	Code
Postal address	
	Code
*Contact person	
Telephone	Mobile
Fax	Email
Registration number	VAT number

*Person responsible for booking and payment

EXHIBITION DETAILS

Preferred dates

From	To
From	To

Requested area

First choice	Second choice
--------------	---------------

Type of exhibition Display Product launch Database build-up Product sampling
 Product/service awareness Customer feedback Other

Specify other _____

BRANDING MATERIAL INFORMATION

(Specifically any material that would obstruct any view of the Centre surroundings)

WOULD YOU REQUIRE USE OF ANY CENTRE ITEMS? (NOTE: EXTENSION CORDS ARE NOT PROVIDED)

Tables Tablecloths Chairs Electrical requirements?


Please specify if electrical requirements _____

VEHICLE PROMOTIONS

Make of vehicle/s _____
 Model of vehicle/s _____
 Quantity of vehicle/s _____

- Vehicles may not enter the Centre later than 08:00am on the day of the promotion and must exit no later than 18:30pm on the day the promotion ends.
- Please ensure that the petrol tank of each vehicle is no more than 20% full as it presents an obvious security and safety risk.
- The battery must be disconnected on parking of the vehicle for a promotion.
- Outdoor exhibitions require special permission from Centre Management.
- Keep unmanned vehicles locked and all convertible vehicles closed and locked outside exhibition hours.
- Only display the number of vehicles in the exhibition space as agreed with Centre Management.
- Display vehicles at own risk.
- Supply a suitably sized fire extinguisher for your display.
- Check all your vehicles to avoid oil leaks on the tiles.
- Ensure that under no circumstances, except in case of emergency, are any vehicles allowed to be started during the exhibition hours.
- Ensure that all vehicle alarms are deactivated at all times.

SIGNATURE _____ DATE _____

<p>SOUTHCOAST MALL Old Main Road, Izotsha South Coast KwaZulu-Natal</p>	<p> www.southcoastmall.co.za  Southcoast Mall</p>
-----------------------------------------------------------------------------------------------------------------------------------------------	----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

ENQUIRIES AND BOOKINGS
 For more information about our exhibition and media sites as well as other marketing opportunities, please contact:
Lauren Lawson (Indoor, Outdoor Media): 079 046 1441 | 031 564 2109 | lauren@in2ads.co.za
Jane Pillay, Exhibitions, Indoor, Long Banner and Pylon Signage: 083 359 1700 | janep@redefine.co.za
Sean Busschau, Outdoor Advertising: 011 234 3540 | 083 510 8964 | sean@insightoutdoor.co.za