

Townships go platinum



Clear Channel Independent has introduced a new product to revamp its existing 48 sheet billboards to enhance township scenery. Named the Platinum Pack, they have a brushed aluminium finish and use flexiface technology designed for maximum flexibility for advertisers. The 3m X 6m landscape format signs are located in brand loyal target areas and compliment the current township renewal projects aimed at human friendly residential living. The first advertiser to take advantage of these sites is SABMiller for their Castle brand.

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