

OHMSA welcomes Penny Black

Out of Home Media South Africa, the trade association for the out of home media industry, has welcomed Penny Black, a company specialising in large format billboards, as a new member.



"Our growing membership base is reflective of the growth and development of the out of home industry. We believe Penny Black will not only contribute to OHMSA, but also benefit in numerous ways from this membership: easy access to out of home media resources; the opportunity to contribute towards the development of industry guidelines and a code of conduct; networking; greater representation of interests, among others," said OHMSA executive director Melissa Moore.

Penny Black, established in 2007, has small-to-medium-sized holdings in several African countries: Kenya, Mozambique, Mauritius and South Africa.

"We joined OHMSA because we want to be on the frontline in terms of industry intelligence and networking. We are proud to align ourselves with credible and reliable out of home media owners who all subscribe to a good code of practice," said Renier Lombaard, managing director of Penny Black.

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