

New sponsor for ABF



The [Advertising Benevolent Fund](#) (ABF), which raises income from media packages auctioned at a fundraiser or sold to the highest industry bidder, has received a R70 000 media sponsorship deal from Admadmedia, a new player in the out of home (OOH) industry. The package includes three months of advertising on a 3m x 6m billboard, which is available to the highest bidder.

For more, visit: <https://www.bizcommunity.com>