

Tractor Outdoor expands their digital network nationally

Tractor Outdoor has recently expanded their digital network to the Gauteng and Eastern Cape provinces.

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“With the addition of three new sites to the LOOP digital network, it has grown our portfolio to seven screens. One of the three screens is located within Johannesburg and the other two are in Port Elizabeth and East London. We have a very clearly defined DOOH roll out strategy, which is to be able to provide one singular point of contact for a NATIONAL DOOH campaign across the country, and each and every new digital we build is developed to complement the network and allow advertisers to get consistent coverage in very specific geographic areas.” Says Simon Wall, Managing Director at Tractor Outdoor.

“Our development team has put a tremendous amount of work into this roll out and are still currently filtering through existing and new structures to continue growing this network. We are proud of the work we have put in so far and excited about the upcoming movements.” Says Ben Harris, Rights and Development Director at Tractor Outdoor.

The LOOP network offers advertisers tailor-made, real-time updates 24/7. For more information contact Tractor Outdoor on 086 999 0226 or email info@tractoroutdoor.com.

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Tractor Outdoor was founded in 2001 by international industry veterans and is managed by a team who has a comprehensive grounding in the outdoor media industry.

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