6:AM KENYA

SIGNAGE ADVERTISEMENT

OUTDOOR LED DIMENSIONS

11 M X 7 M (1280 X 720px)

INDOOR LED DIMENSIONS (4screens)

4 M X 1 M (1600 X 400px)



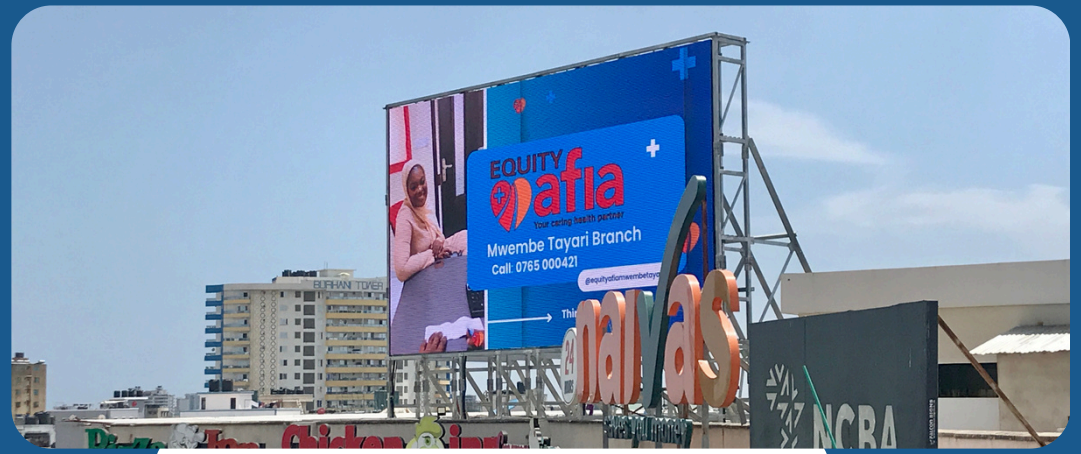
ABOUT US

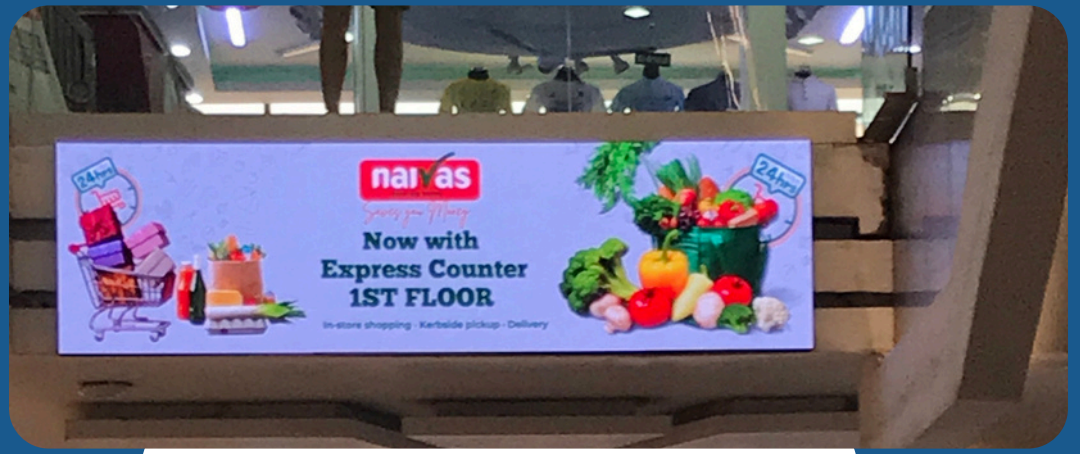
6:AM SIGNAGE ADVERTISEMENT is a leading dynamic and impactful LED digital screen advertising provider in Mombasa.

Our cutting-edge screens are strategically located at Mombasa Mall along Jomo Kenyatta Avenue, providing unparalleled visibility for brands seeking to leave a lasting impression.

SCREENS

For detailed information on charges and pricing plans for advertising with 6:AM





OUTDOOR SCREEN DIMENSION

11 x 6 Meters

1280 x 720 pixels

INDOOR SCREEN DIMENSION

4 x 1 Meters

1600 x 400 pixels

PACKAGE & PRICING

For detailed information on charges and pricing plans for advertising with 6:AM

FULL PACKAGE (1280X720px)&(1600x400px)	
2 weeks	**80,000** +VAT
1 Month	**180,000** +VAT
Quartely	**620,000** +VAT

OUTDOOR SCREEN (1280X720PX)	
2 weeks	**70,000**+VAT
1 Month	**150,000**+VAT
Quarterly	**540,000**+VAT

INDOOR SCREEN (1600X400PX)	
2 weeks	20,000+VAT
1Month	**40,000**+VAT
Quartely	**150,000**+VAT

Slot Duration: **15 seconds every 3 minutes**

Operation Hours: **24/7 display**, ensuring continuous exposure

Technology: **High-definition LED screens** with superior brightness and contrast for all-weather visibility

TARGET AUDIENCE

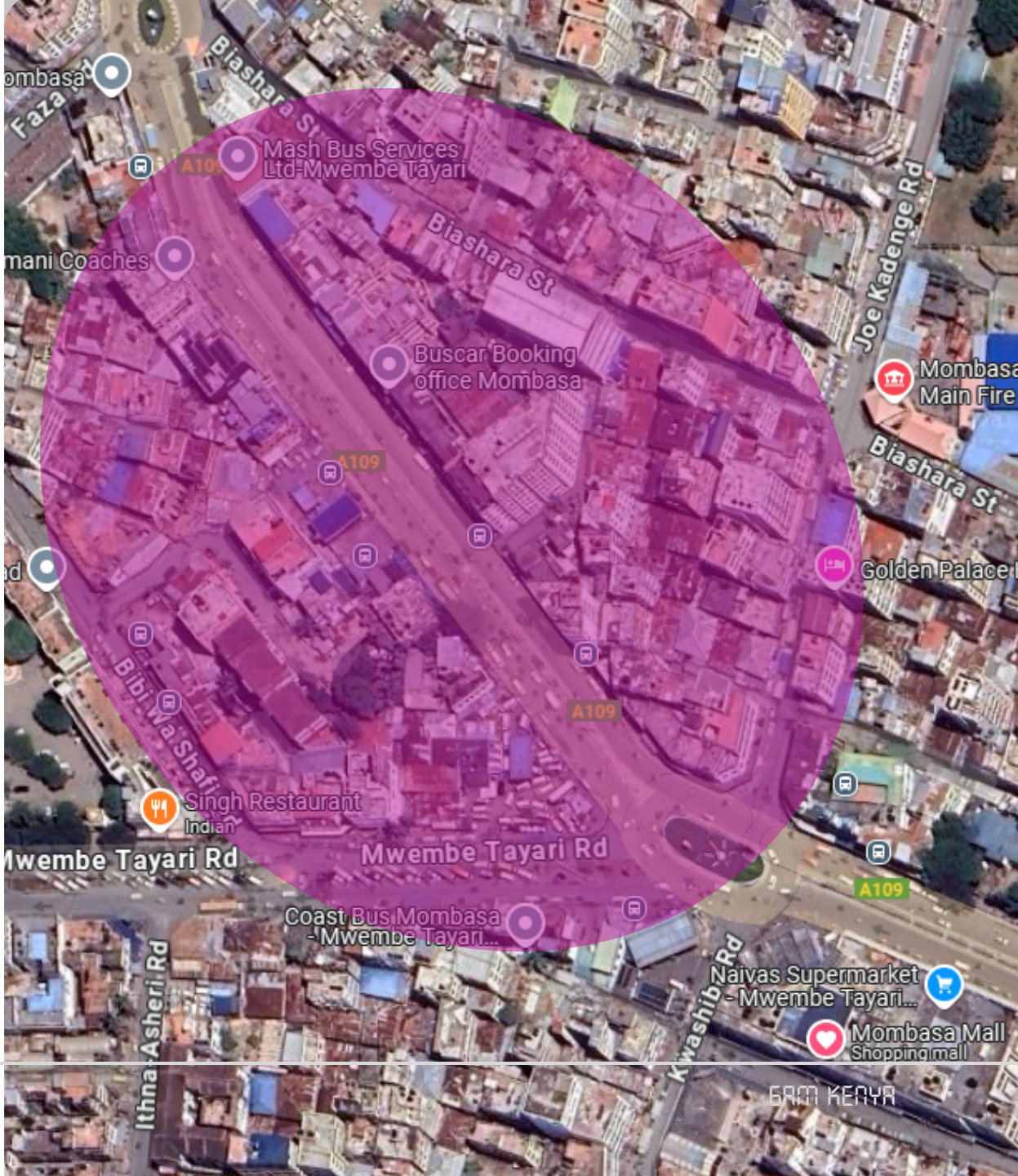
Reach your specific audience by tailoring your advertisements to the location and context.

- Primary Demographics : **AGE 18 - 44 (PRIORITY)**
- Secondary Demographics : **AGE 45 - 65**
- Audience Reach **80,000 - 100,000 Monthly Viewers**
- Estimate Daily Impression: **786 Views Per Screen**



Area Of Coverage Outdoor Foottraffic

- Prime Location: High-traffic areas with over 10,000 daily footfalls
- Advanced Technology: Brightness-adjustable LED screens suitable for both day and night
- Flexibility: Tailored packages for short-term and long-term advertising needs

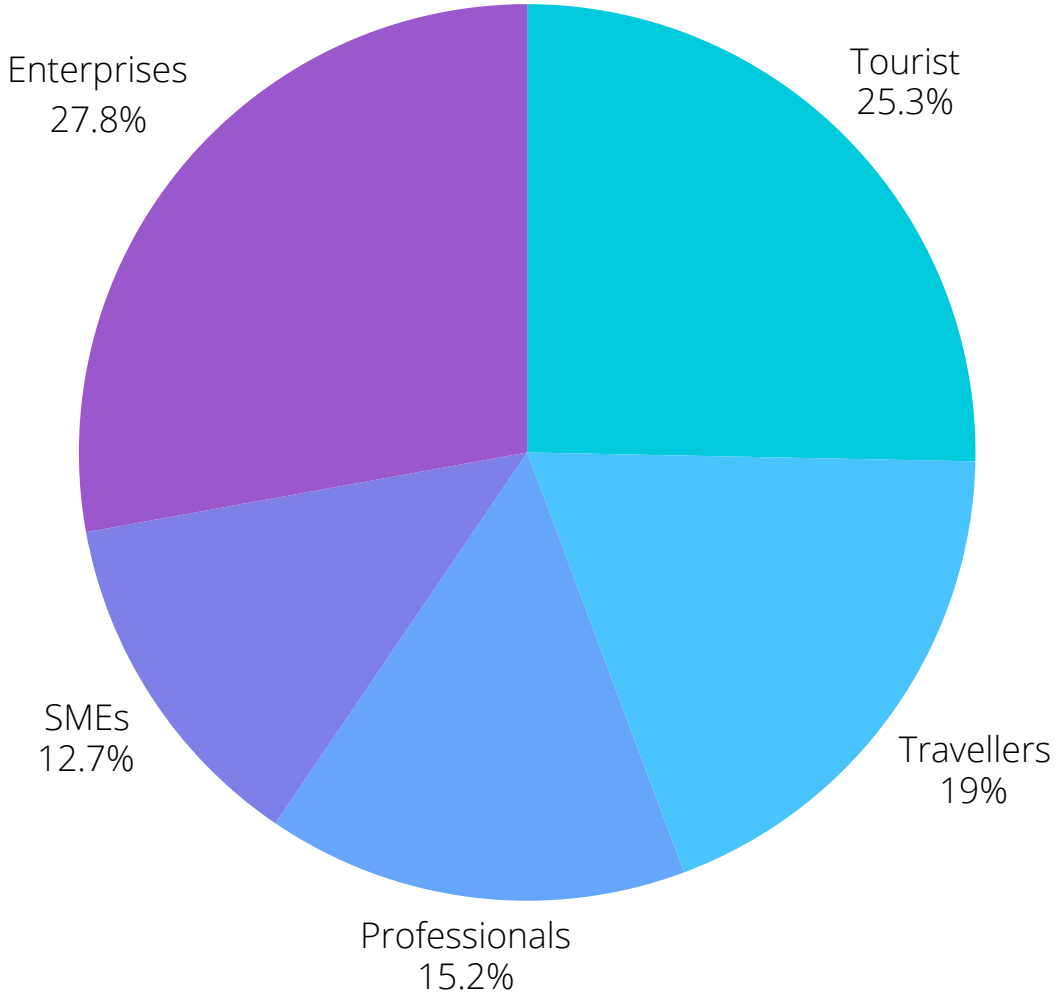


Enhanced Analysis

This shows a statistical overview of impressions that are based on high traffic for a short-term and long-term advertising period

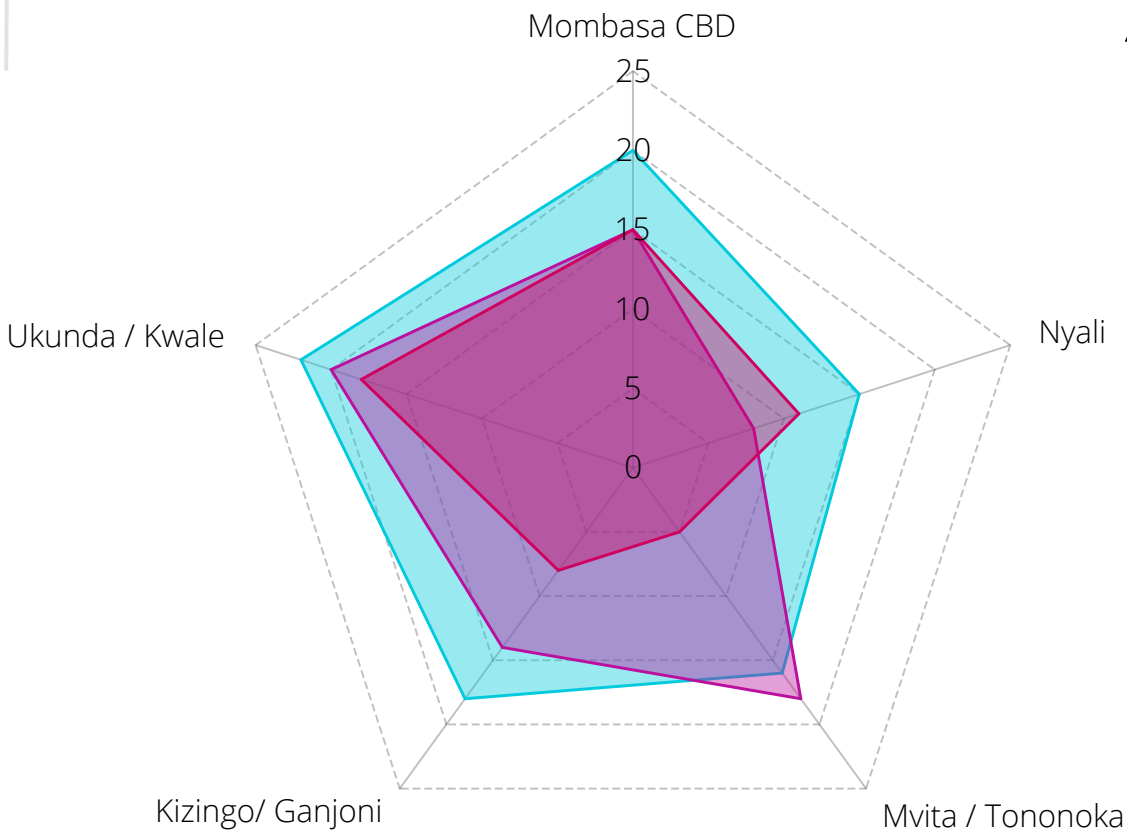
Audience Breakdown

- Tourists - 25.3%
- Travellers - 19%
- Professionals - 15.2%
- Small/Medium Enterprises (SMEs) - 12.7%
- Enterprises/Corporates - 27.8%



Retrospective Polygram

This chart can interpret the relative performance of each region based on a given time



Audience Breakdown

- **Mombasa CBD** - Largest polygon indicating a high score compared to other regions
- **Nyali and Ukunda/Kwale**- Displays similar patterns with overlapping significance indicating comparable performance across the category
- **Kizingo/ Ganjoni and Mvita/ Tononoka -** provide a wide scope of area that can be utilized with more direct and dedicated ads since there mostly residential. Have a potential for a wide burst outreach.

PEAK VIEWING HOURS

The LED Signage Screens operate at a run time of 24hrs. With a standby technical support.

Morning rush hours period give out feedback of 25% of impressions

7AM - 10AM

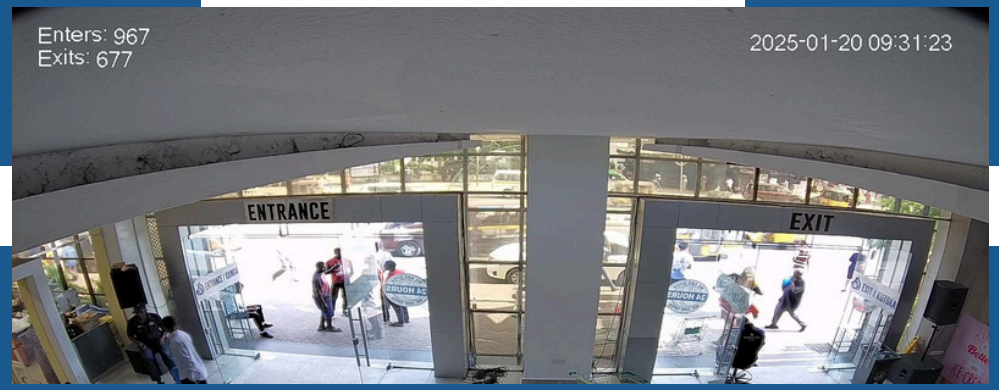
12PM - 3PM

Mostly focuses on the shopper and tourist and traders and has a 40% of impressions

Perfect time for everyone whose on the way. Give a 55% of impressions

5PM-8PM

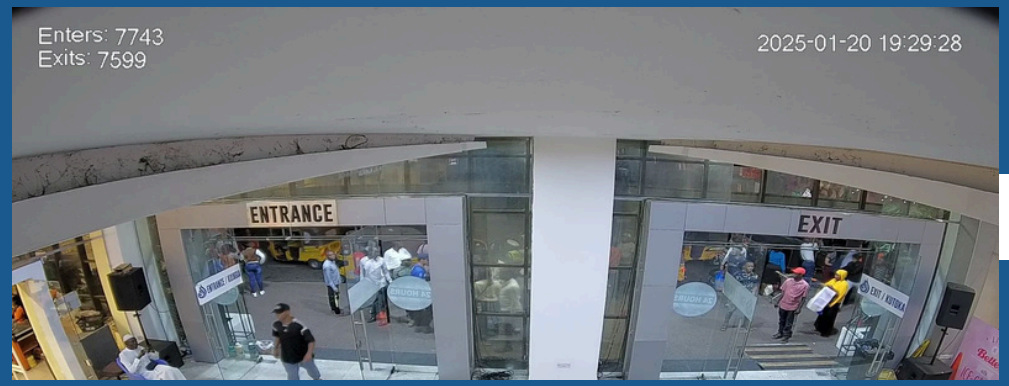
MOMBASA MALL INDOOR FOOTTRAFFIC



Time: 7 am - 10 am
Entry: 967 Exit: 677



Time: 12 pm - 3 pm
Entry: 3,988 Exit: 3,502



TIME: 5 pm - 8 pm
Entry: 7,743 Exit: 7,599



TIME: 8 pm - 10 pm
Entry: 8,436 Exit: 8,631

Industry-Specific Metrics

- **Retail Businesses:** Increased foot traffic by 25% within the first month of advertising
- **Hospitality Sector:** Enhanced booking rates by 20% for hotels using targeted slots
- **Local SMEs:** Achieved an average **ROI of 150%** on ad spend





6:AM KENYA CLIENTS



































Why Choose 6:AM KENYA?

Enhance Marketing

Stand out in a competitive market with premium advertising space.

Continuous Exposure

24/7 operation ensures maximum visibility and ROI.

Targeted Advertising

Tailor your advertisements to the demographic and geographic contexts.

Effective Communication

Stand out in a competitive market with premium advertising space.

Get in Touch



Contact us to get more info

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