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**ADVERTISE  
ON THE  
BSE DATA  
DISPLAY  
SCREEN**

SECURITIES BY CLIENTS OF



*Showcase your brand in the heart of Gaborone's Central Business District and create a memorable impression in the minds of your target market with the BSE's Data Display Screen.*

First of its kind in Botswana! A stock market data display screen displays real-time market information by securities exchanges across the world. On this data display screen, you will find information on:

- Daily price movements of BSE listed securities
- BSE indices
- Live streamed events hosted by BSE
- Market updates
- Announcements by listed companies
- Advertisements

### VALUE PROPOSITION FOR ADVERTISING

- A 30 seconds maximum static or video advert for as little as BWP2, 500.
- Data display screen content can be updated frequently.
- Unlimited advertising possibilities on BSE platforms.
- An increase in your audience engagement. Advert plays throughout the day and night and plays 5 times per hour guaranteed!
- Adverts are displayed on a high quality LED data display screen. Can't be missed!

### LOCATION

This is an outstanding location with excellent visibility. Strategically located along the busiest road in Gaborone. Targeting the population travelling into and out of Gaborone Central Business District (CBD).

### SPECIFICATIONS OF THE DATA DISPLAY SCREEN

Location	1st Commercial Road, Central Business District Gaborone, Botswana (Opposite CEDA building)
Format & Display Type	Outdoor full-colour roadside digital data screen. LED Full Matrix.
Resolution	Resolution 1024 (W) * 256 (H) in dots
Total screen size	10m (W) * 1m (H)
Advertising screen size	4m (W) * 1m (H)
Closest Landmarks	Molepolole Road Flyover, Gaborone Bus Rank, Masa Square, Three Chiefs Monument and Phase 2 Residential.



**Advertise at BWP2,500 (Incl. VAT) per month**

## BOOKING FORM

Company \_\_\_\_\_

Contact Person \_\_\_\_\_

Postal Address \_\_\_\_\_

Physical Address \_\_\_\_\_

Phone no. \_\_\_\_\_ Fax no. \_\_\_\_\_

E-mail \_\_\_\_\_

Booking Date \_\_\_\_\_

Booking Period (indicate by a tick):

1 Month

3 Months

6 Months

12 Months

Commencement Date: \_\_\_\_\_

Special Instructions \_\_\_\_\_

Signature and Stamp: \_\_\_\_\_

### Terms and Conditions

1. Prior to the commencement date for advertisement, the client will produce and deliver to the BSE all content required in accordance with the specifications and policies set-forth by BSE.
2. Payment is due on commencement of advertisement.
3. A cancellation fee of 25% is charged on an advert cancelled after 10 days of signing this agreement.
4. The BSE disclaims all liability by any persons which may arise against the advertiser.
5. Signing up for one (1) month and three (3) months will attract the standard rate. Signing up for six (6) months and twelve (12) months will attract a discount of 10% and 15% respectively.
6. In the event of downtime, the BSE will compensate the advertiser with the hours lost.



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**Discounted rates will be offered to companies that advertise on both the BSE News publication and the BSE Data Display Screen.**

- Signing up for 2 publications and 2 data display screen adverts will attract a discount rate of 10%.
- Signing up for 4 publications and 4 data display screen adverts will attract a discount rate of 15%


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**Contact Us**

To place an advert, call **(+267) 367 4400**  
or email **news@bse.co.bw**

 Botswana Stock Exchange  @TheOfficialBSE

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