

NATIONAL FOOTPRINT/

Top 37 Markets	Market Size (Audience/Inhabitants) Source: 2023 Census	Hosts / Pull Factors: Key attractions or activities that draw consistent vehicle and pedestrian traffic, enhancing visibility and audience engagement for the mobile billboard.
Ongwediva	27 000 +	Oshiko Raodblock along B1 Road, Oshana Mall, Maroela Mall, Ongwediva SPAR, Chicco Mall, Ongwediva Open Market, Ongwediva Shell Station (SELECT) along B1 Road & KFC Ongwediva along B1
Ondangwa	22 820 +	Andimba Ya Toivo Shopping Centre along B1, ABC Open Market along B1, Punyu Shopping Centre, Gwashamba Mall along B1, Olunkono Shopping Centre along B1, Woerman Brock (Omwandi)
Oshakati	37 000 +	Game Shopping Centre, Dr Frans Indongo Open Market, Game/Etango Shopping Centre, Oyetu Shopping Centre
Outapi	51 858+	Onalulago Shopping Centre, Town Square Mall, Outapi Shopping Centre, CBD Taxi Rank
Otjiwarongo	28 000 +	Otjiwarongo Circle along B1 (Opposite Out of Africa Lodge), Town Square Shopping Centre, Otjiwarongo Roadblock along B1
Tsumeb	15 000 +	Tsumeb Community Graden (Opposite Engine Service Station), Tsumeb Roadblock along B1, Tsumeb Shopping Centre
Omuthiya	3 794 +	Omuthiya Open Market along B1, Shoprite/USAVE Omuthiya along B1



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Otavi	5 000 +	Otavi CBD along B1
Okahandja	24 000 +	Okahandja Engine Service Station along B1, Windhoek-Okapuka Roadblock along B1, Okahandja Shopping Centre
Rundu	118 4625 +	Rundu Circle along B8, Rundu Mall, Shoprite Rundu
Grootfontein	23 790 +	Oshivanda Mall, Grootfontein Open Market along the Main Road
Katima Mulilo	28 360 +	Katima Mulilo Roadblock, Katima Mulilo CBD along the Main Road
Gobabis	19 100 +	Gobabis Roadblock, CBD
Walvis Bay	102 704 +	Entrance of Dunes Mall, CBD, Langstrand (Jani Savva Police Station) Roadblock
Swakopmund	75 921 +	Food Lovers Shopping Centre, CBD Swakopmund Roadblock, Platzmeer Shopping Centre, MTC Dome, Swakopmund Municipality Head Office
Rehoboth	40 788 +	Windhoek-Rehoboth Roadblock, Rehoboth Shopping Centre
Mariental	18 494 +	CBD
Keetmanshoop	27 862 +	CBD, Old Mutual Shopping Centre
Luderitz	16 125 +	Along the Main Road opposite Engine Service Station, OK Luderitz
Oranjemund	7 736 +	Opposite Inland Revenue Office (CBD), OK Oranjemund
Oshikango	8 000 +	Town Square, Oshikango Border Post
Windhoek	464 526	All 49 sites available upon booking, Windhoek-Dan Veliogon Roadblock, Windhoek-Okapuka Roadblock, Windhoek-HKIA Roadblock and Windhoek-Rehoboth Roadblock
Opuwo	12 335 +	CBD, NAMCOR Service Station, OK Opuwo
Rosh Pinah	2 835 +	Opposite Engine Service Station along the Main Road, Rosh Pinah Shopping Centre
Outjo	8 445 +	CBD, Outjo Municipal Building



Registration No: 2025/1979  
 34 Barleo Park, Kurdu Gas Street, c/o Hosea Kutako Road, Northern Industrial Area, Windhoek, Namibia  
 Income Tax: 07924066-011  
 VAT: 07924066-015  
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Khorixas	6 796 +	NAMCOR Service Station
Arandis	5 214 +	CBD along the Main Road
Usakos	3 583 +	Main Road & CBD
Oshikuku	5 499 +	Main Road & CBD
Okahao	7 486+	Main Road & CBD, Shoprite Okahao
Henties Bay	4 720 +	SPAR Complex
Omaruru	6 300 +	SPAR Omaruru, Opposite NAMPOL Station
Ruacana	2 985 +	Oshifo Shopping Area, CBD
Karasburg	6 621 +	USAVE Karasburg, Opposite Town Council's head office
Nkurenkuru	10 261 +	CBD, Nkurenkuru Town Square
Stampriet	3 388 +	CBD
Oniipa	4 740 +	Along Main Road next to the Town Council Head Office,
Aranos	5 493 +	Next to the Town Council Head Office, CBD
Divundu	5 430+	Along the B8 National Road, Divundu Shopping Centre
Kamajab	6 012 +	CBD
Okongo	3 564 +	Next to Okongo Open Market, Opposite Oshela Senior Secondary School next to the Main Road
Eenhana	16 588 +	Next to Eenhana Open Market, Opposite Eenhana Special Mall
Noordoewer	5 000 +	Noordoewer Shopping Centre
Otjinene	6 876 +	Next to the Village Council Office, Otjinene Shopping Centre
Okalongo	32 663+	CBD, Opposite Settlement Office
Tsandi	2 595 +	Along the Main Road opposite the Taxi Rank
Berseba	11 258 +	CBD
Maltahöhe	6 092 +	CBD



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Tses	2 053 +	CBD
Uis	14 601 +	Opposite Uis Police Station
Gibeon	4 120 +	CBD
Oshivelo Settlement	2 287+	Oshivelo Checkpoint, CBD
Tsintsabis	8 578 +	Bravo Checkpoint, CBD
Rietoog	369 +	CBD
Oshifo	3 537 +	CBD

Top 15 Roadblocks/Checkpoints	Traffic or Audience Pull-Factors	Number of Vehicles Recorded Per Day (Source: Directorate of Veterinary Services and NAMPOL )	Estimated Monthly Traffic/Vehicles (Based on 25 Operational Days per Month)
Kongola Checkpoint	The traffic/audience to Kongola is primary driven by B8 national road, tourism and recreation, with key attractions including Bwabwata National Park and several conservancies like Kwandu, Mayuni, and Kyra San.	1 889	47 225
Katima Mulilo Roadblock	The traffic/audience is draive to Katima Mulilo Roadblock by the town strategic location as a cross-border trade hub, connecting Namibia to the SADC region through the Trans-Caprivi Highway and the Katima Mulilo Bridge. Katima Mulilo is a crucial gateway, facilitating trade between Namibia, Zambia, Botswana and Zambabwe through 24/7 border operations	1 999	49 975



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Ongwediva (Oshiko) Roadblock	The traffic/audience is primary driven by the daily travels between the two major towns of Ondangwa and Oshakati. The town status as an educational and business hub in the Northern Namibia is the traffic/audience pull-factor as well. Ongwediva host an annual trade fair, attracting business and consumers from across the country and the town is hosting the biggest shopping facility, Oshana Mall which attracts millions of shoppers monthly.	2 907	72 675
Tsumeb Roadblock	The traffic/audience to Tsumeb are driven by its status as a refuel stop veg hub for travellers across the country. Tsumeb host numerous tourism attractions and the town is gateway to Etosha National Park along the B1 national road.	1 990	49 750
Oshivelo Checkpoint	The Oshivelo Checkpoint is one of the significant stop point along the major B1 national road which is the primary driver of audience or traffic to any campaign.	2 008	50 200
Windhoek-Okapuka Roadblock	The traffic/audience are driven to Windhoek-Okapuka Roadblock by the daily commuting between the capital and the town Okahandja. Traffic from Walvis Bay-Ndola-Lubumbashi Development Road and Trans-Kalahari Corridor brings audience to this Roadblock	2 900	72 500
Windhoek - Daan Veliojon Roadblock	The traffic/ audience to this Roadblock is driven by farming and tourism activities carried by travellers on C28 route from the capital Windhoek. The city active community who runs, job or just walk along the C28 road every Saturday offers direct and guaranteed campaign engagement.	1 709	42 725
Windhoek – HKIA Roadblock	The traffic/audience at this roadblock are as result of 2 000+ daily visitors arrivals at HKIA. Travels along Trans-Kalahari Corridor, a major transport route connecting Namibia and Botswana and the Port of Walvis Bay	2 990	74 750
Windhoek – Rehoboth Roadblock	The daily commuting community of Rehoboth to the capital and back is the primary driver of traffic/audience at this Roadblock. The southern tourism hub and	2 800	70 000

	the southern section of the B1 road brings audience to this checkpoint on daily basis.		
Werda Checkpoint	The traffic/audience to this checkpoint is driven by the frequent travels between the capital Windhoek and the northern region of Oshana, Kunene, Oshana etc. Tourism attractions in Kunene, Oshana and are the key drivers of audience for any campaign hosted at this veterinary checkpoint.	800	20 000
Bravo Checkpoint	Travels on the C65 road to and from the mighty Ohangwena region via Tsumeb are the key drivers of audience to this veterinary checkpoint.	500	12 500
Swakopmund Roadblock	The coastal city status and tourism are the key drivers of audience to the Swakopmund Roadblock via B2 main road. Holiday makers and tourists, government officials, logistics operators visiting Swakopmund make up the large number of audience at this roadblock.	2 455	61 375
Langstrand (Jani Savva Police Station) Roadblock	The commuting between Walvis Bay and Swakopmund drives audience/traffic to this roadblock. The community of Langstrand and frequent visit of the Jani Savva Police Station are the source of campaign engagement at this roadblock.	2 400	60 000
Ohnuno Checkpoint	The daily local and business travels between Oshikango Border Post via the Town of Oshikango up to Ondangwa drive traffic/audience to this checkpoint.	1 288	27 200
Mururani Checkpoint	Mururani serves as the gateway to the two Kavango Regions and Zambezi, this status drives traffic/audience to this veterinary checkpoint. Logistics operators, locals and tourists are the audience frequenting this checkpoints.	2 055	51 375

Top 8 Airports	Traffic or Audience Pull-Factors	Number of Audience Recorded Per Year (Source: NAC)
Hosea Kutako International Airport	Gateway to Namibia, International arrivals and departures	880200
Walvis Bay International Airport	Gateway to the coastal hubs and Port facilities, tourism and marine resources, energy projects	95249
Andimba Toivo ya Toivo Airport	Gateway to the northern regions, local and business flights	25637
Luderitz Airport	Energy resources and Tourism in the southern regions	21551
Katima Mulilo Airport	Transboundary tourism and conservation activities in the Kavango-Zambezi Transfrontier Conservation Area	7420
Keetmashoop Airport	Tourism in the southern regions	360
Eros Airport	Local flights	37497
Rundu Airport	Local flights, Tourism and Energy resources	2327

Countries	Border Posts	Traffic or Audience Pull-Factors
Namibia-Angola	<ul style="list-style-type: none"> <li>• Ruacana</li> <li>• Omahenene</li> <li>• Oshikango/St. Clara</li> <li>• Rundu/Katwitwi</li> </ul>	<ul style="list-style-type: none"> <li>• Logistics operators, tourists, local and International travellers, and Angolan Citizens</li> </ul>
Namibia - Botswana	<ul style="list-style-type: none"> <li>• Impalila Island</li> <li>• Ngoma Bridge</li> <li>• Mohembo/Shakawe</li> <li>• Buitepis/Mamuno Kazungula Bridge (24hrs)</li> </ul>	<ul style="list-style-type: none"> <li>• Logistics operators, tourists, local and International travellers, and Citizens of Botswana</li> </ul>
Namibia/South Africa	<ul style="list-style-type: none"> <li>• KL. Menasse/Rietfontein</li> <li>• Ariamsvlei/Nakop (24hrs)</li> <li>• Velloorsdrift/Onseepkans</li> <li>• Sendlingsdrif</li> <li>• Mata Mata</li> <li>• Noordoewer/Vioolsdrif(24hrs)</li> <li>• Oranjemund/Alex Bay</li> </ul>	<ul style="list-style-type: none"> <li>• Logistics operators, tourists, local and International travellers, and South African Citizens</li> </ul>
Namibia-Zambia	<ul style="list-style-type: none"> <li>• Wenela/Sesheke</li> </ul>	<ul style="list-style-type: none"> <li>• Logistics operators, tourists and locals and Zambina Citizens</li> </ul>

