

## **Ster-Kinekor Sales, Tsogo Sun sign agreement**

Ster-Kinekor Sales and Tsogo Sun have signed an agreement for the management and sales of advertising inventory for cinemas in Monte Casino, Silverstar, Gold Reef City Casino, Hemingways and Riverside Mall. The agreement, effective 27 March, will enable brands, media agencies and direct clients to engage with a diverse cinema audience.

According to Ster-Kinekor, cinema allows for a high level of targeting, and is an excellent medium to reach 'niche' groups and provides opportunities for effective integration with OOH and other retail media. Despite new movie consumption platforms hitting the market, cinema has kept its place and continues to grow steadily year on year globally.

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