

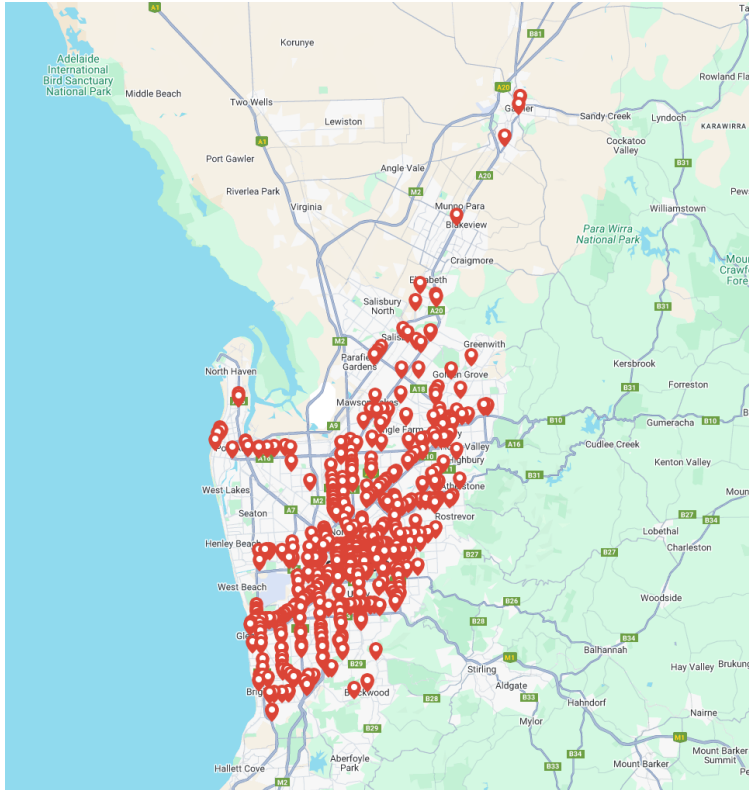
CATHOLIC EDUCATION SOUTH AUSTRALIA
Catholic Schools Open Week CSOW
August 4 – 10, 2025

oOh!media kit for CESA Schools

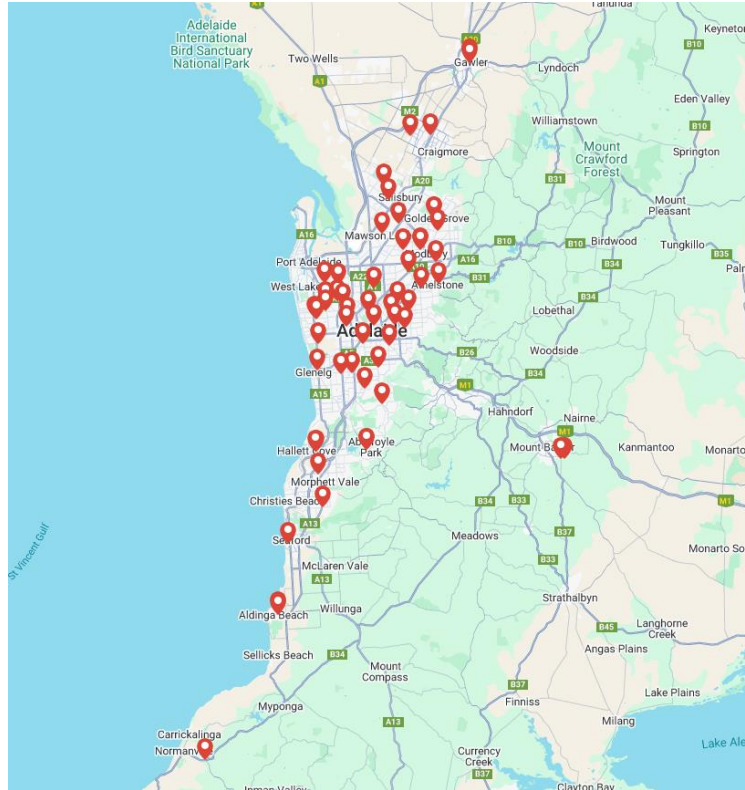
oOh!media Representative: **Sarah Ibbotson:**
Sarah.Ibbotson@oohmedia.com.au or 0427 228 906
all artwork displayed in this media kit is from the 2024 CSOW campaign



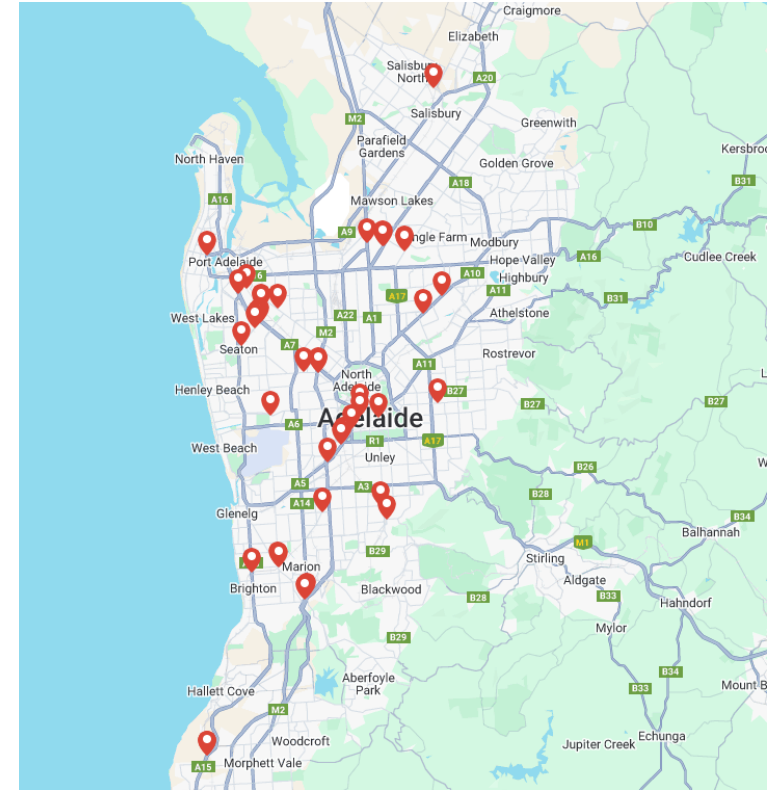
How CSOW 2025 will be made **unmissable** with oOh!media



Street Furniture (Bus Shelters)



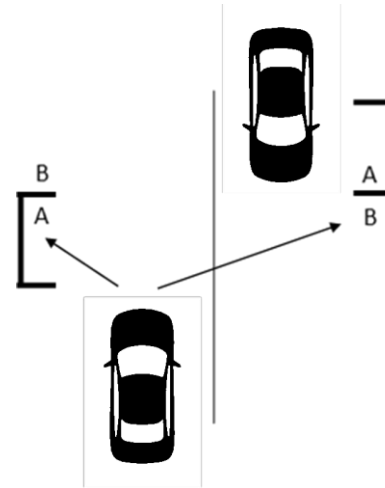
Retail (Shopping Centres)



Large Format (Billboards)

Classic Street

The most efficient reach & frequency driver in OOH, with the ability to reach consumers through broadcast and proximity.



The oOh! street network has **unrivalled coverage** in the suburbs.



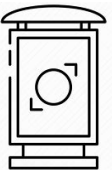
The most **efficient** OOH channel to drive mass **reach and frequency**



All street posters are **100% recyclable**



Classic street panels booked on a **fortnightly** basis (Mon-Sun)



Classic

100% share of time, with 24/7 illumination



Booking Details and Planning Rates

Street Furniture (Bus Shelters)

Campaign Timing

28 July – 10 August

CESA Media Rate

Classic Street:
\$430 per panel, per fortnight.

Booking Deadline

The last day to book your CSOW campaign is Friday
13 June

Book to WIN!!

For your chance to win a \$100 goodie basket, book your campaign by **30 May**, to go in the draw. Winner announced Monday 2 June

Booking Requirements

There are no minimum booking requirements.

Poster Print Cost

Print costs are \$21.50 per poster.

1 x spare poster must be printed.

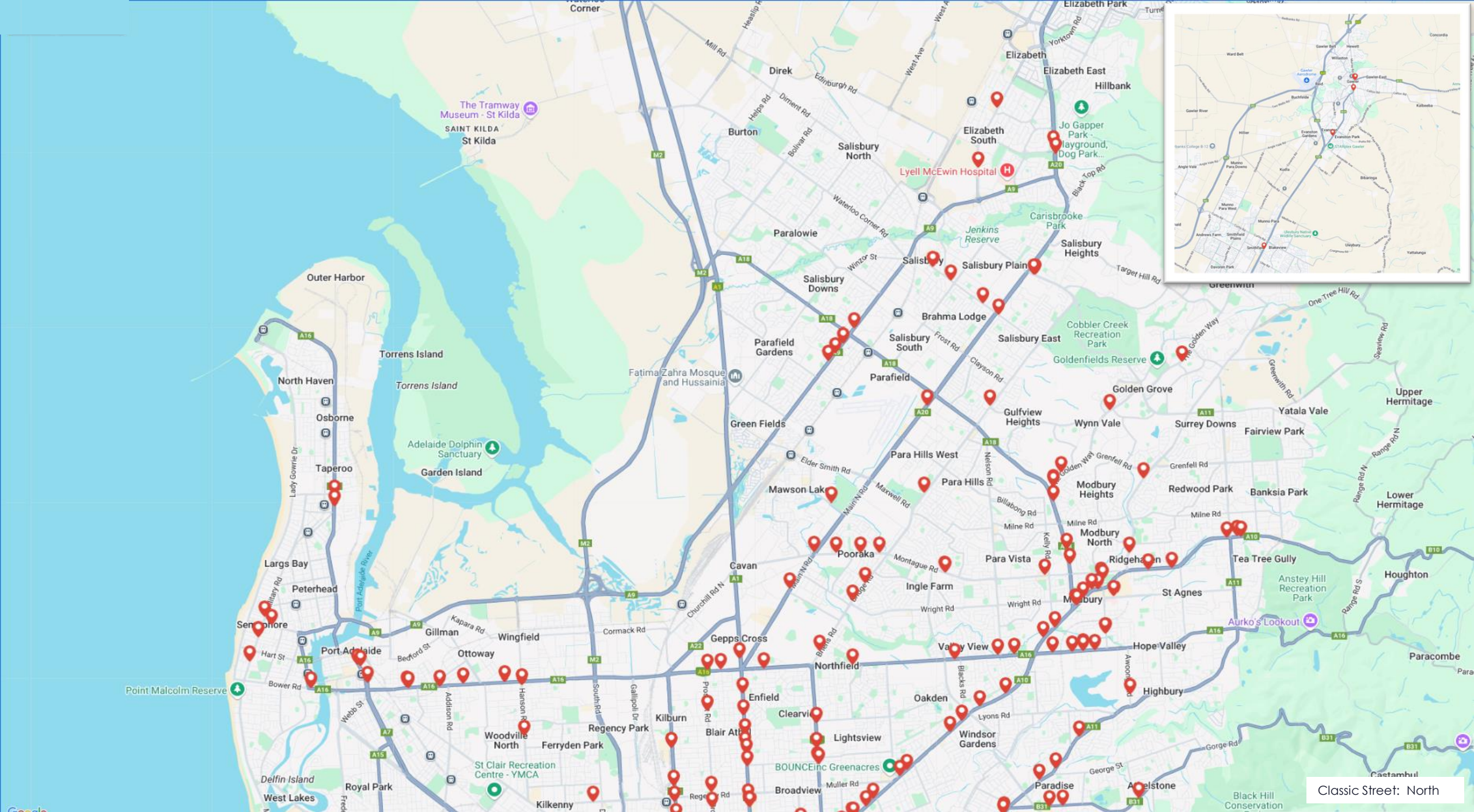
Artwork

School approval to CESA by
Monday 30 June

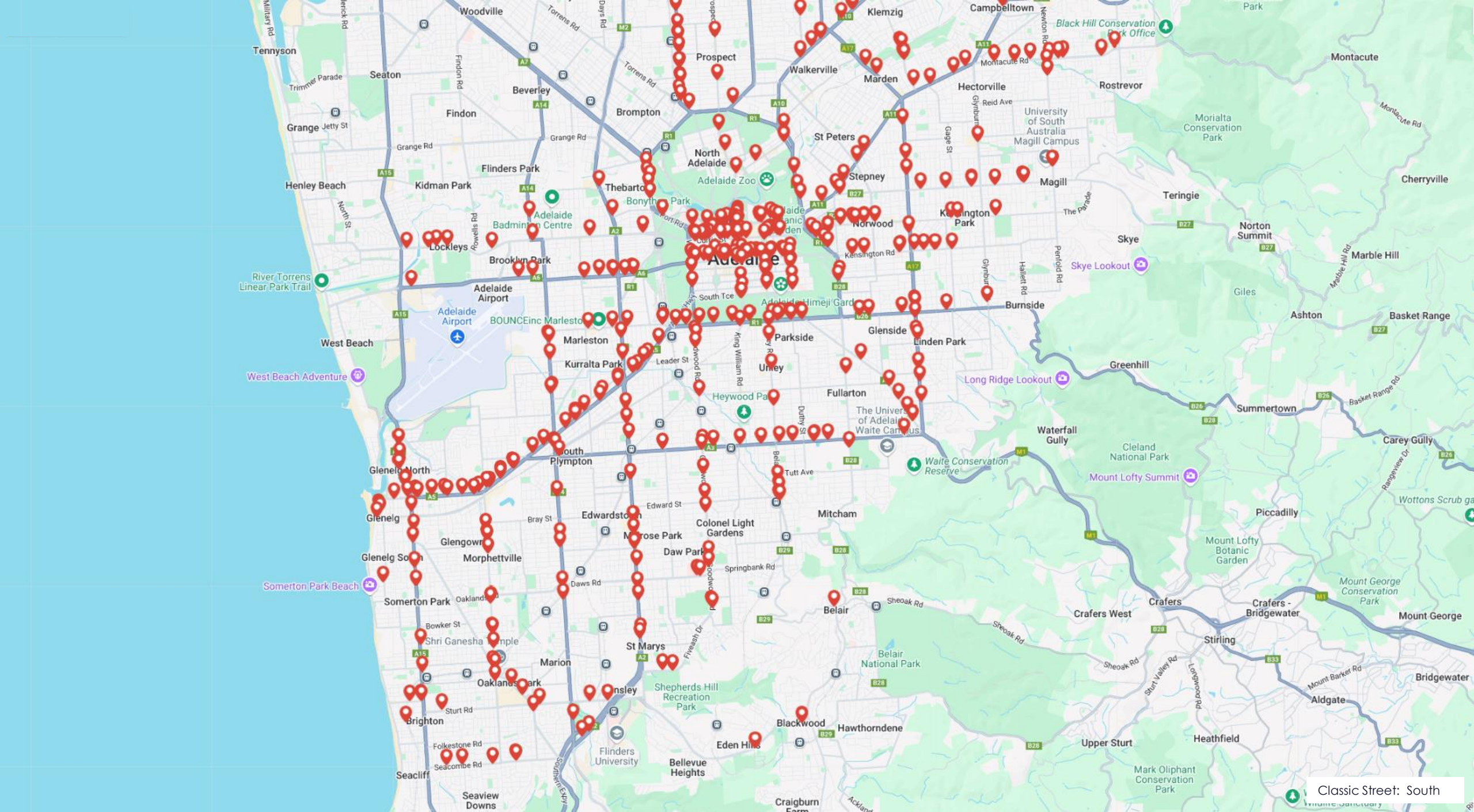
Added Value

Subject to availability and date sensitivity, your classic campaign may continue to display beyond the end of your campaign, as free of charge bonus

Rates exclude GST.



Classic Street: North



Retail

oOh!'s Retail Network is built to deliver the greatest scale across the most powerful centres and is completely tailorable to each campaign. Whether you need to drive 1+ reach or target specific category buyers, oOh! can tap into a multitude of robust data sources to drive the greatest ROI.

Reaching shoppers throughout their journey and in relevant precincts is vitally important in driving consideration for your brand. Due to our 8+ second “walk-by” environment, copy can be more detailed.



For CSOW, digital retail screens & classic retail panels booked on a **fortnightly** basis (Mon-Sun).



Digital:

15% share of Time (1-in-6)
7 second ad slots
Creative can be animated

Classic:

100% share of time



Booking Details and Planning Rates

Retail (Shopping Centres)

Campaign Timing

28 July – 10 August

CESA Media Rate

Digital:
\$526 per panel, per fortnight

Classic
\$535 per panel, per fortnight.

Booking Deadline

The last day to book your CSOW campaign is Friday
13 June

Book to WIN!!

For your chance to win a \$100 goodie basket, book your campaign by **30 May**, to go in the draw. Winner announced Monday 2 June

Booking Requirements

There are no minimum booking requirements.

Poster Print Cost

Production fees included in media rate.

Artwork

School approval to CESA by
Monday 30 June

Added Value

Subject to availability and date sensitivity, your classic campaign may continue to display beyond the end of your campaign, as free of charge bonus

* Rates exclude GST.

Retail Centres in South Australia



CBD, North-Eastern + Adelaide Hills	Format	
Adelaide Central Plaza, Adelaide	Digital	
Aston Hills, Mount Barker (+Drakes)	Digital	
Athelstone Shopping Centre	Digital	Classic
Firle Plaza		Classic
Gilles Plains Shopping Centre	Digital	
Marden Shopping Centre	Digital	
Marryatville Shopping Centre, Leabrook	Digital	
Murray Bridge Green Shopping Centre (+Drakes)	Digital	Classic
Newton Central, Newton (+Drakes)	Digital	Classic
North Adelaide Village	Digital	
Norwood Mall	Digital	
The Avenues Shopping Centre, Stepney	Digital	Classic

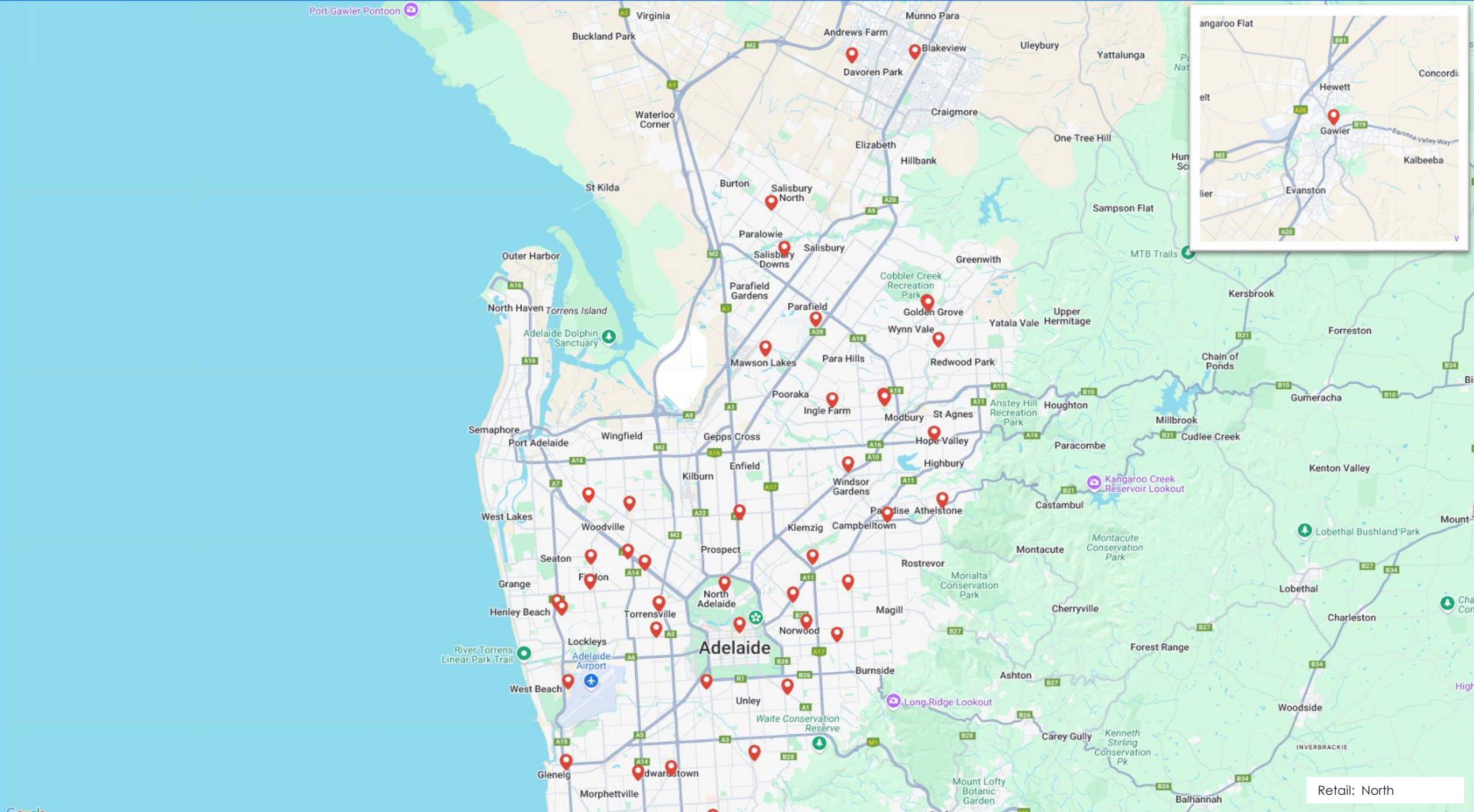
Western	Format	
Allenby Gardens - Drakes	Digital	Classic
Armada Arndale, Kilkenny	Digital	Classic
Brickworks Marketplace, Torrensville	Digital	Classic
Drakes Torrensville Plaza, Torrensville	Digital	
Findon Shopping Centre		Classic
Fulham Gardens Shopping Centre (+Drakes)	Digital	
Harbour Town Adelaide, West Beach	Digital	Classic
St Clair, Cheltenham	Digital	
Welland Plaza	Digital	Classic
Westside Findon Shopping Centre, Findon		Classic

Northern	Format	
Clovercrest Shopping Centre, Modbury (+Drakes)	Digital	Classic
Eyre Village - Drakes, Penfield	Digital	
Gawler Central Shopping Centre (+Drakes)	Digital	Classic
Hollywood Plaza, Salisbury Downs		Classic
Hope Valley Shopping Centre - Drakes	Digital	
Ingle Farm Shopping Centre	Digital	
Mawson Central, Mawson Lakes	Digital	
Munno Para Shopping Centre, Smithfield	Digital	
Parafield District Outlet, Parafield	Digital	
Salisbury North - Drakes	Digital	
Sefton Plaza, Sefton Park	Digital	
Surrey Downs Shopping Centre - Drakes	Digital	
The Grove, Golden Grove (+Drakes)	Digital	Classic

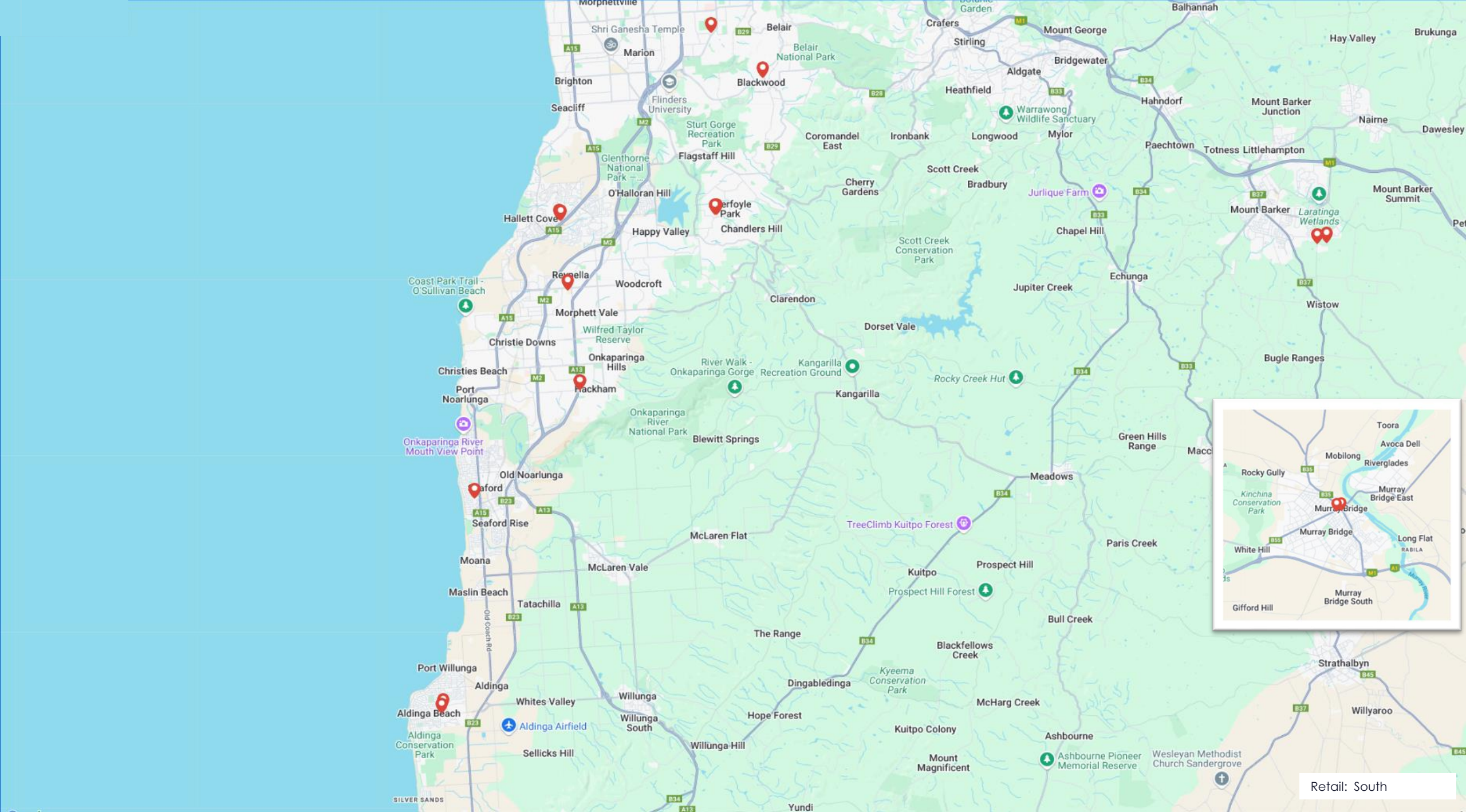
North-West Regional (Eyre + Yorke Peninsula + Riverland)	Format	
Drakes Moonta, Moonta	Digital	
Drakes Port Lincoln, Port Lincoln	Digital	
Drakes Wallaroo, Wallaroo	Digital	
Renmark Square, Renmark	Digital	

Southern	Format	
Aberfoyle Hub, Aberfoyle Park (+ Drakes)	Digital	
Aldinga Central (+Drakes)	Digital	
Arkaba Village Shopping Centre, Fullarton	Digital	
Ascot Park Shopping Centre - Drakes	Digital	
Bayside Village Shopping Centre, Glenelg	Digital	
Blackwood - Drakes	Digital	
Castle Plaza - Drakes, Edwardstown	Digital	
Hackham Plaza - Drakes,	Digital	
Hallett Cove (+Drakes)	Digital	
Mitcham Square, Torrens Park	Digital	
Pasadena Green		Classic
Seaford Central - Drakes	Digital	
Southgate Square, Morphett Vale	Digital	
Wayville - Drakes	Digital	

Southern Regional (KI + Fleurieu Peninsula)	Format	
Drakes Kingscote, Kingscote	Digital	
Drakes Yankalilla, Yankalilla	Digital	
Victor Harbor - Drakes, Victor Harbor	Digital	



Retail: North








Billboards

oOh! is the leading billboard provider in metro markets with unrivalled scale, reaching 77% of all Australians across metro and regional markets. **oOh! billboards are perfectly placed to reach and impact audience.**

 Billboards are the **most impactful** of all OOH, and are **35% more likely to capture attention**

 **2X more likely** to improve the **stature** of a brand

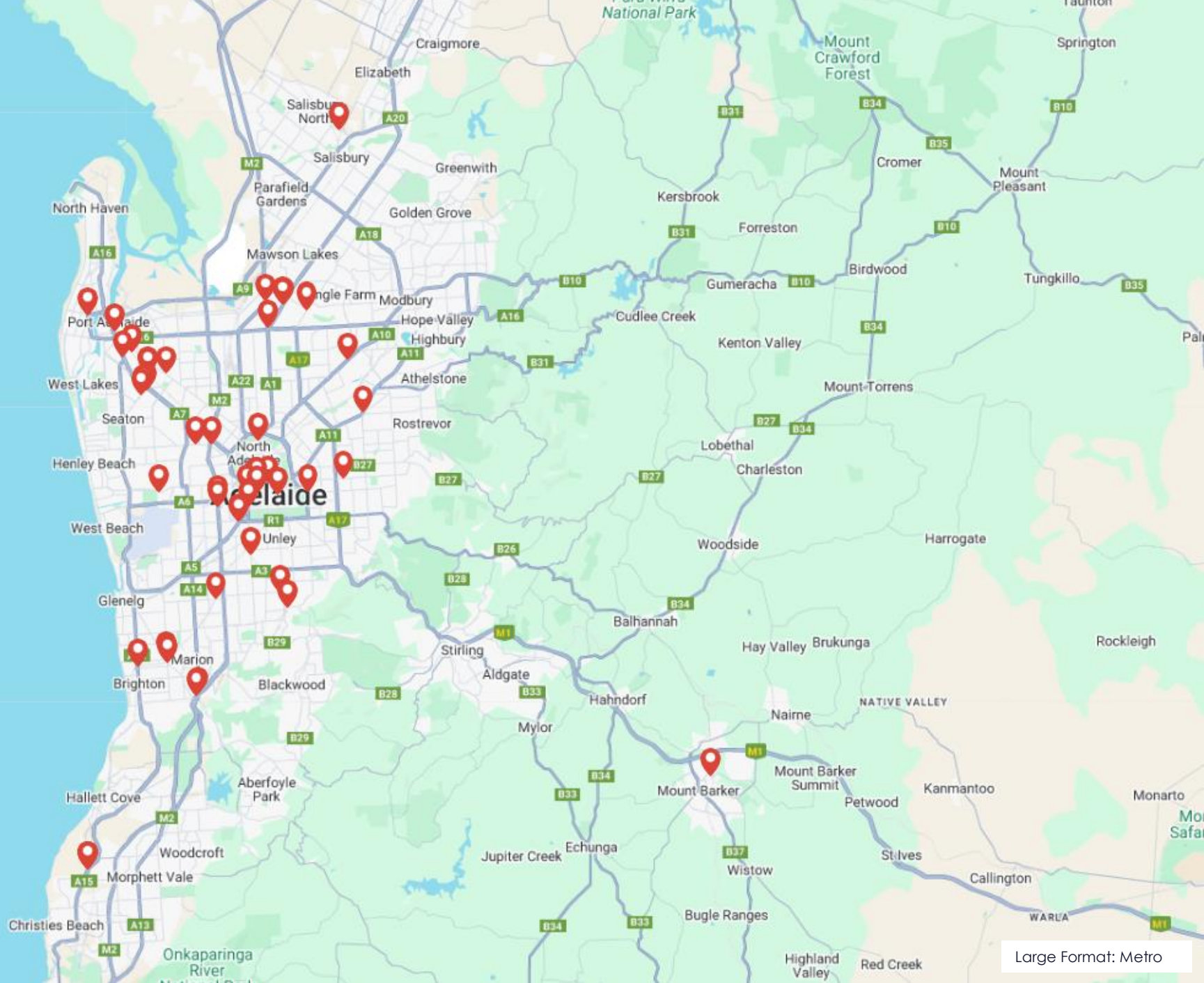
 Digital is booked **weekly** (Mon-Sun)
Classic is booked on a **28-day lunar**

 **Digital:**
10% share of Time (1-in-10)
45 second static ad slots

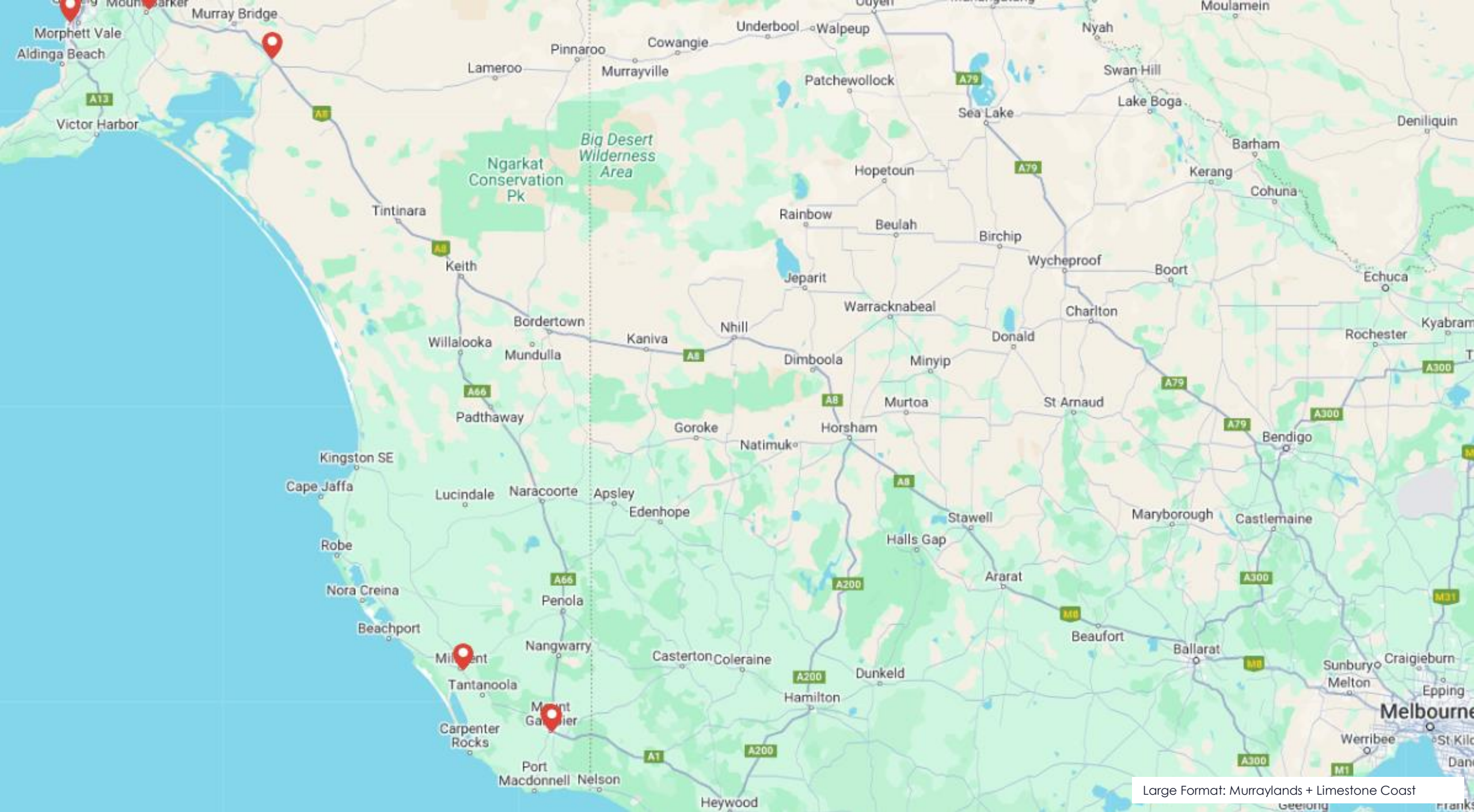
Classic:
100% share of time



*****Contact Sarah Ibbotson for all billboard enquiries*****







Large Format: Murraylands + Limestone Coast

2025 Booking periods

All creative must be approved for display by oOh! prior to print (printed material) and prior to scheduling (digital).

Some sites require third party approval which can take up to 5 business days.

Large Format Classic material instructions are due 3 weeks prior to campaign commencement.
Small Format material instructions are due 2 weeks prior to campaign commencement.

All material is due to installers (printed) and Campaign Delivery (digital) 1 week prior to campaign commencement.

Late delivery of artwork and/or material will result in late installation and may result in late fees.



oOh!media Booking Enquiries

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