

MEMBER OF MAYORAL COMMITTEE RESPONSIBLE FOR LOCAL ECONOMIC
DEVELOPMENT COUNCILLOR THABANG RAMPOU TODAY EMBARKS ON ERADICATION OF
ILLEGAL OUTDOOR ADVERTISING IN RUSTENBURG.

Outdoor advertising, also known as out-of-home (OOH) advertising, involves placing promotional displays in public spaces to reach consumers while they are outside their homes. It encompasses a wide range of formats, including billboards, transit advertising, street furniture displays, and digital screens.

The eradication is informed by non compliance and many other issues such as :-

- Permits and Approvals
- Location and Placement
- Size and Dimensions

Rustenburg-Specific Considerations:

By-laws:

Rustenburg has an Outdoor Advertising By-law that governs outdoor advertising within its jurisdiction.

Lastly, the illegal outdoor advertising has negative impact on the Municipal revenue.

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