



**leselihub**

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# ABOUT US.



Leseli Hub is a proudly Basotho owned company established by young and vibrant entrepreneurs in 2015. We specialize in outdoor and online marketing, where we bring together, traditional and new media to give our clients the best possible marketing solutions that are innovative, homegrown and relevant to the market. We manage some of the best outdoor sites in Lesotho for a discerning client who wants to make a bold and impactful statement with outdoor fused with the power of digital media.

# WHY GO OUTDOOR.



Outdoor remains the best form of advertising as it captures attention and stimulates recall. Outdoor is 'on your face' medium that hardly ever goes unnoticed. It is 'on' 24 hours a day and has massive potential to reinforce brand and communication messages by far.

# MISSION.



Our mission is to bring brands alive and create impactful communication for our clients through outdoor and online communication.

# VISION.



Our vision is to be the leading outdoor and online communications company that is able to create endless brand communication possibilities for business in Lesotho and beyond. In keeping with our name, Leseli hub is indeed the anchor of all new possibilities in outdoor media.

# OUR GOAL.



Our goal is distinctively bold and direct, which is to grow local and international brands within the market we serve. We are also passionate about growing business in Lesotho, that is why we have invested heavily in platforms that help us to realize this goal. We are committed and ready to grow your brand and make your voice heard.

# THE OUTDOOR EXPERTS



leselithub

# WE COMMIT TO



## Location

As in real estate, location, location, location! We know that the location of a billboard is the most critical aspect for creating a lasting impression to your target audience. The success of any outdoor campaign is determined by the location of the board, therefore, ours is to source and develop prime spots for your brand communication campaign.

## Service

We keep our boards in perfect condition at all times. We appreciate that we are not the biggest billboard company in Lesotho, that is why we constantly stretch ourselves to deliver beyond our promises by providing strategically placed and regularly maintained boards accompanied by unparalleled aftercare and support. This is because we believe that we are not in the business of advertising, but our business is to grow your company and your brand. We are driven by the passion to offer bespoke service that is synonymous with boutique advertising that is not only a bang for your buck, but also 'fit for purpose' in your quest to deliver brand communication that meets your bottomline.



## Responsible Growth



We recognize a tremendous opportunity in our industry, and we see the value it can bring to all other industries; from design, large format printing and steel manufacturers. Our growth plan is centered around partnering with local, regional and international brands and suppliers to create an ecosystem that flourishes and brings real value to Lesotho.



# Our Competitive Advantage.



We are intentionally a small and focused outfit that is able to offer a boutique experience in advertising. We have an intimate knowledge of the market in Lesotho and boast a dedicated team that is best positioned to consult and advise you on how to optimize your brand communication and reach your audience.

# OUR PROMISE AND VALUE ADDED PROPOSITION.



Harnessing our potential to merge outdoor and online, for a limited time only, we are giving our clients a unique Online Outdoor Package Solution (OOPS!). With OOPS, we merge outdoor advertising with social media marketing, where we offer discounted prices to create, maintain and manage your social media presence when you advertise on our billboards.

If you want a billboard in a space of your choice, we are in a position to negotiate a lease to construct a structure just for you.

# Team.



**KENEUOE LETSIE**  
BILLING



**NTSUKUNYANE MATETE**  
CHIEF EXECUTIVE OFFICER



**MPHO MOREKE**  
ADMINISTRATION



**LEREKO MOJOLA**  
CHIEF OF OPERATIONS

# Rate Card.



M 2,950.00 *P/M*

3m x 6m

M 4,250.00 *P/M*

12m x 3m

M 5,800.00 *ONCE OFF*

12m x 3m

M 3,400.00 *ONCE OFF*

3m x 6m



**PRODUCTION**

# BILLBOARDS.



**Maqalika, (12M X 3M)**



**ha thetsane circle, near puma filling station  
(12M X 3M)**



**Thabong circle, (6M X 3M)**



**Thabong circle, from town (6M X 3M)**



**Hlotse near town park, (6M X 3M)**



**Teyateyaneng Next To Taxi Rank, (6M X 3M)**



**Hlotse Amerika, (6M X 3M)**



**Maseru border, (12M X 3M)**



**Qacha's Nek town, (6M X 3M)**



**Mafeteng, main circle (12M X 3M)**



**Maseru Ha Makhalanyane, (6M X 3M)**



**Maseru Machache, (5M X 3M)**





**Mokhotlong From Town, ( 12M X 3M)**



**Mokhotlong makhakhe shopping complex, (6M X 3M)**



**Mafeteng The Mill, (12M X 3M)**

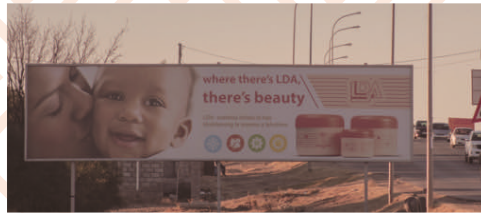


**Maseru temong, ( 6M X 3M)**





**Quthing Taxi Rank, (6M X 3M)**



**Mafeteng The Mill, (12m X 3m)**



**Maputsoe Hanyenye crossing , (6m X 3m)**



**Botha Bothe Inner Town, (6m X 3m)**



**Thaba -Tseka, Town (6M X 3M)**



**Quthing, inner town (6M X 3M)**



**Teyateyaneng, near build it hardware (12M X 3M)**



**Mohale's Hoek Puma Filling Station, (6M X 3M)**



**Mafeteng Thabaneng, (6M X 3M)**



**Teyateyaneng, (12M X 3M)**



**Gacha's Nek, taxi rank (12M X 3M)**



**hlotse, (6M X 3M)**



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