

ADVERTISER MANUAL

# **SHEIKHUPURA MODEL CATTLE MARKET 2016**

**Model Cattle Market  
Sheikhupura City  
Pakistan**



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**Lahore Division Cattle Market Management Company**

# WELCOME

The Lahore Division Cattle Market Management Company wishes you a very warm welcome to the Advertiser Manual. This manual will serve as a guide for your promotional and marketing activities at the **Sheikhupura Model Cattle Market**, Sheikhupura city. The manual covers detailed information relating to any Advertisement Campaigns that you might deem beneficial.

The manual provides in-depth information relating to advertisement opportunities, such as Billboards, Shed Placements, Pole Banners, and Magazine Advertisements. For further information, please visit [cattlemarketnews.net](http://cattlemarketnews.net) or send your queries to [info@cattlemarketnews.net](mailto:info@cattlemarketnews.net)



# Why **Sheikhupura Model Market?**

## Key Facts

**10 Billion**

Size of economy (Pkr)

**10,000**

Visitors each week

**30%**

Visitors from  
Sheikhupura region

**6%**

First time visitors each  
week

**92%**

Visitors willing to  
receive promotions

**65%**

Visitors without bank  
accounts

**65%**

Visitors engaged in  
agricultural activities

**44%**

Visitors without access  
to agri-companies

**80%**

Traders involved in  
selling activities

The Sheikhupura Model Cattle Market is located just 40 km's from the provincial metropolis, Lahore. The market is located in the surroundings of the picturesque Sheikhupura city- an area renowned for agricultural and livestock activities. The market is visited by **over 10,000 traders and public members each week**. The demographics, trade, and future opportunities make Sheikhupura an ideal location for a Livestock Tradeshow.

## Diversity

The Sheikhupura Model Cattle Market attracts a well-diversified audience: 70% of the visitors belong to non-Sheikhupura markets, such as Sargodha, Gujranwala, Nankana Sahib, Lahore, Kammoki, and Karachi, to name a few. The visitors are mostly dominated by traders (78%) and farmers (21%), respectively.

## A Seller's Market

74% of all transactions involve selling. Moreover, 83% of the transactions are intended for further trade with 13% for farm use and 4% for other purposes.

## A Milk Market

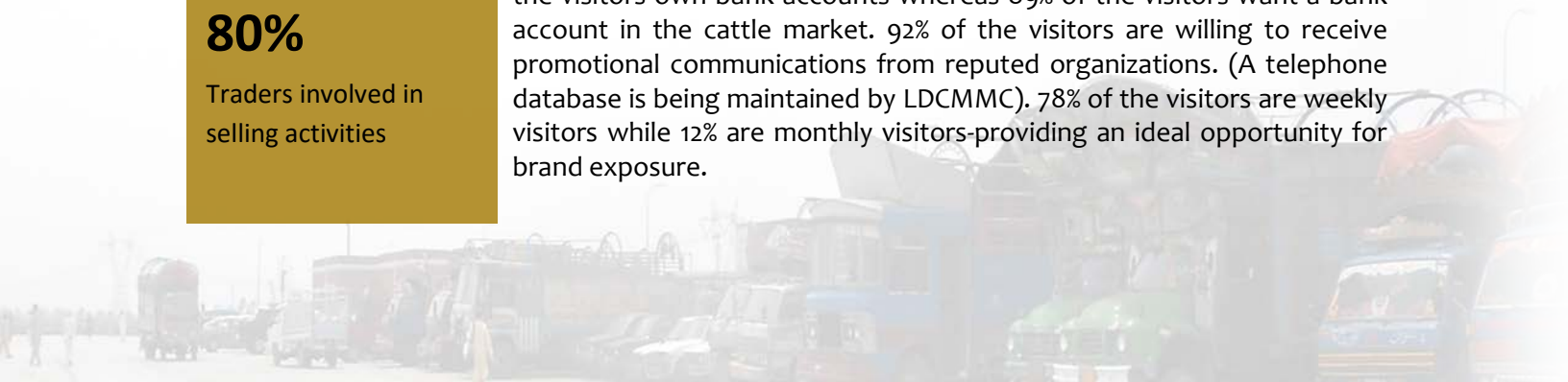
74% of the transactions at the Sheikhupura Model Cattle Market involve milk uses-only 18% involve pure breeding and only 4% involve meat. Not surprisingly, 56% of the transactions involve only Buffalos while 23% involve only cows.

## Vibrant Economy

The Sheikhupura Model Cattle Market is a strong part of the rural economy: estimated **annual cash transactions are valued at 10 Billion Pkr**. The average value per transaction is approximately 115,000 Pkr.

## Opportunities

65% of the visitors at Sheikhupura Model Cattle Market have agricultural backgrounds. However, only 49% have access to seed companies. 34% of the visitors own bank accounts whereas 89% of the visitors want a bank account in the cattle market. 92% of the visitors are willing to receive promotional communications from reputed organizations. (A telephone database is being maintained by LDCMMC). 78% of the visitors are weekly visitors while 12% are monthly visitors-providing an ideal opportunity for brand exposure.





# Advertisement Campaigns

The Sheikhpura Model Cattle Market offers a unique promotional opportunity to any interested party. The market is a magnet for a diversified audience with large number of buyers and sellers. A cursory glance at the trends of the market in the “Why Sheikhpura” section will reveal the market’s importance.

The market is renowned for buying and selling of Buffalo milk and meat. Traders and farmers are the most prominent visitors and represent customers from different parts of the country. A large number of the visitors engage in multiple activities, such as farming and trading. The visitors have little access to agricultural or pharmaceutical companies: 92% of the visitors have expressed their willingness to receive promotional activities from these companies. In short, Sheikhpura Model Cattle Market presents an ideal first-mover opportunity: A large number of buyer and sellers in a market with an annual cash transaction value of 10 Billion Pkr waiting for their needs to be addressed.

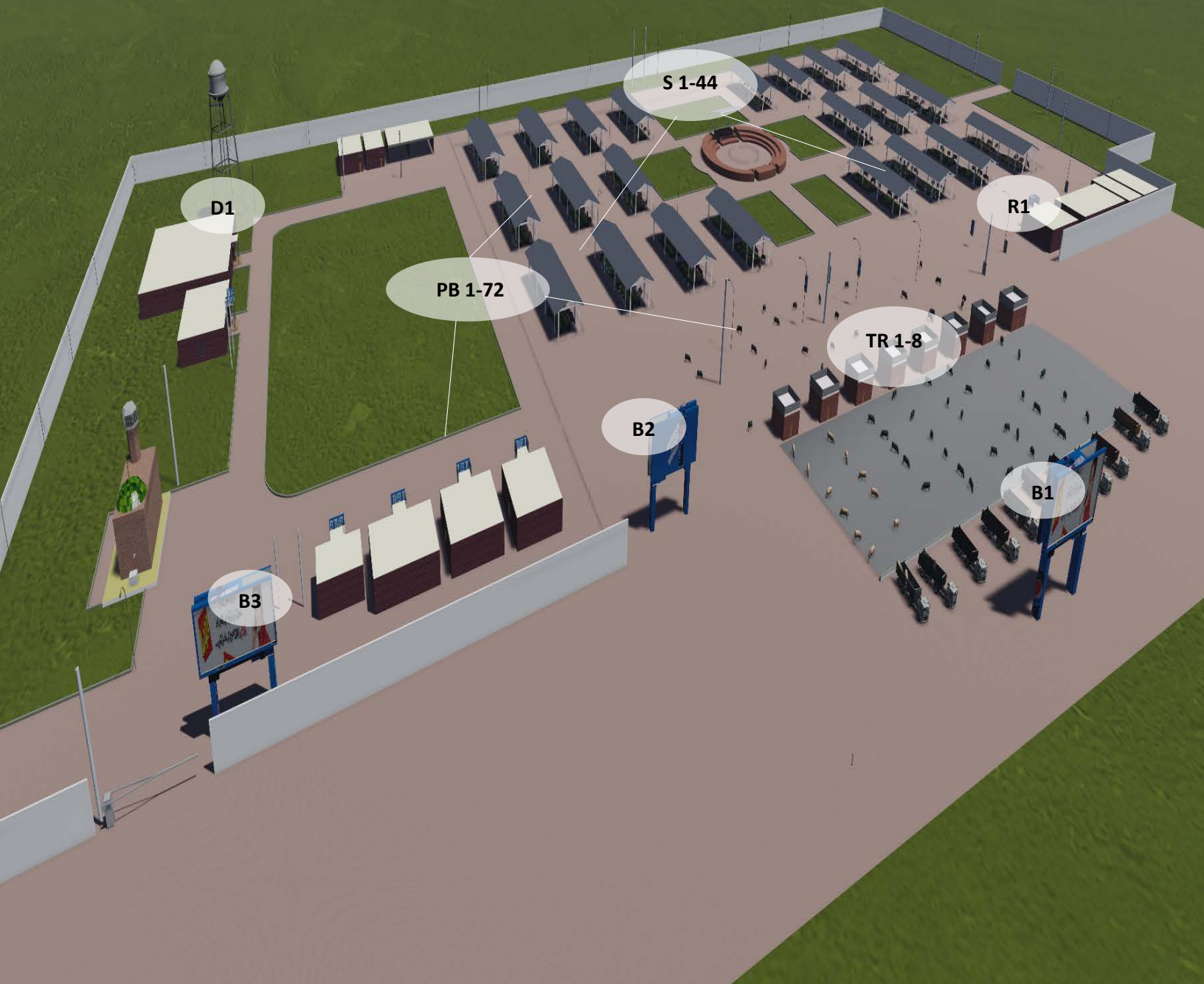
**Note:** The spaces discussed in this section can be rented for periods around the Pakistan Livestock Tradeshow 2016. However, the full duration of each space is fixed i.e. they cannot be installed for only 2 days of the tradeshow. For promotional campaigns of shorter durations, flexes can be installed in the Exhibitor stands.

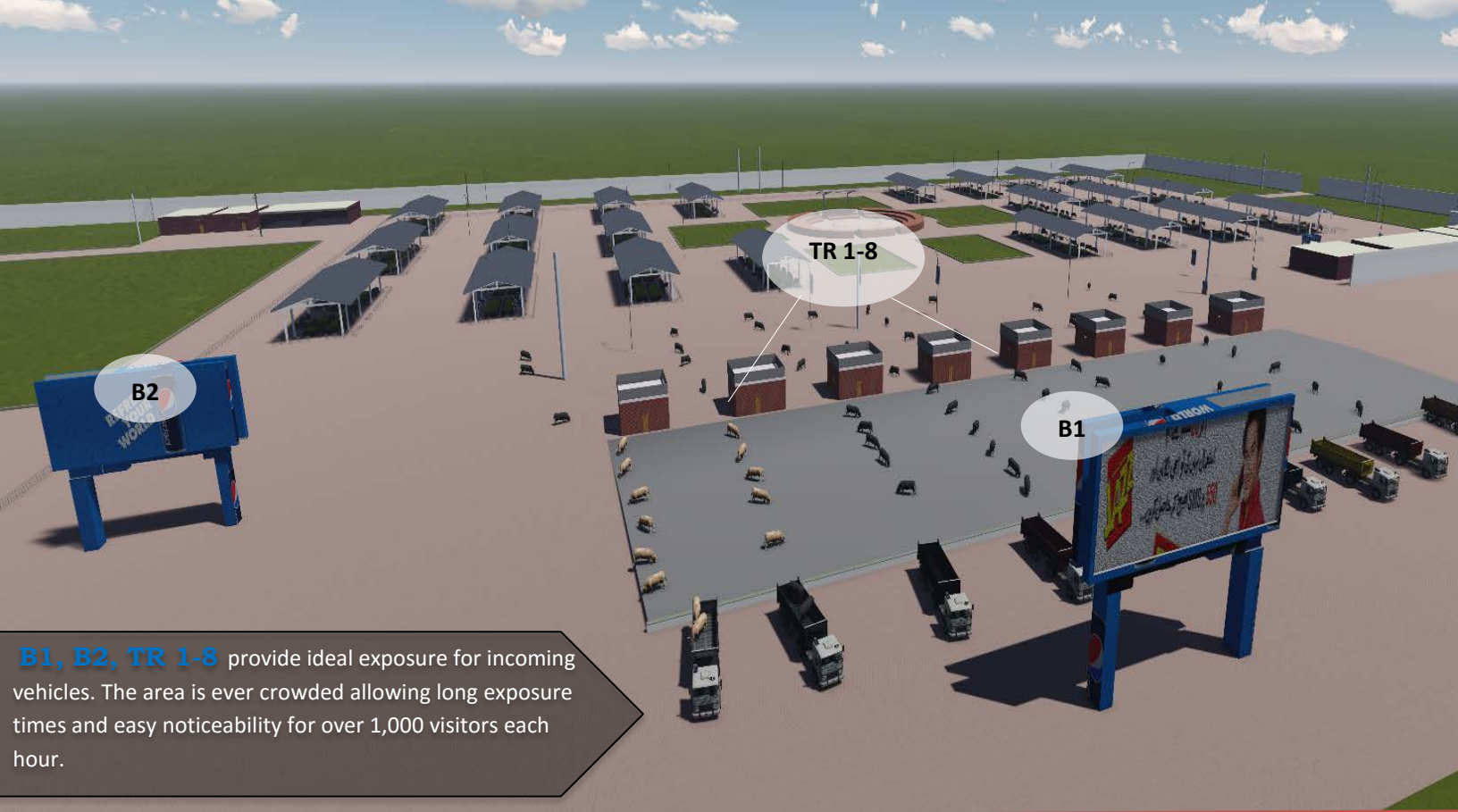
## Advertisement Placement Details

Type	#	Size	Duration	Price (pkr)
Billboards (B1-3)	3	45x15	Monthly	60,000
Pole Banners (PB 1-72)	72	8x3	Weekly	2,000
Tag rooms (TR 1-8)	8	50x5	Monthly	15,000
Sheds (S 1-44)	44	7x4	Monthly	(Front-8,000, back-6,000)
Restaurant (R1)	1	40x5	Monthly	8,000
Dormitory (D1)	1	20x5	Monthly	2,000

# Advertisement Layout Plan

**Advertisement Layout** shows the locations of each placement type. The location and potential exposure of each placement is evident. Together, these placements provide high exposure to an audience of over 10,000 visitors in a single day.





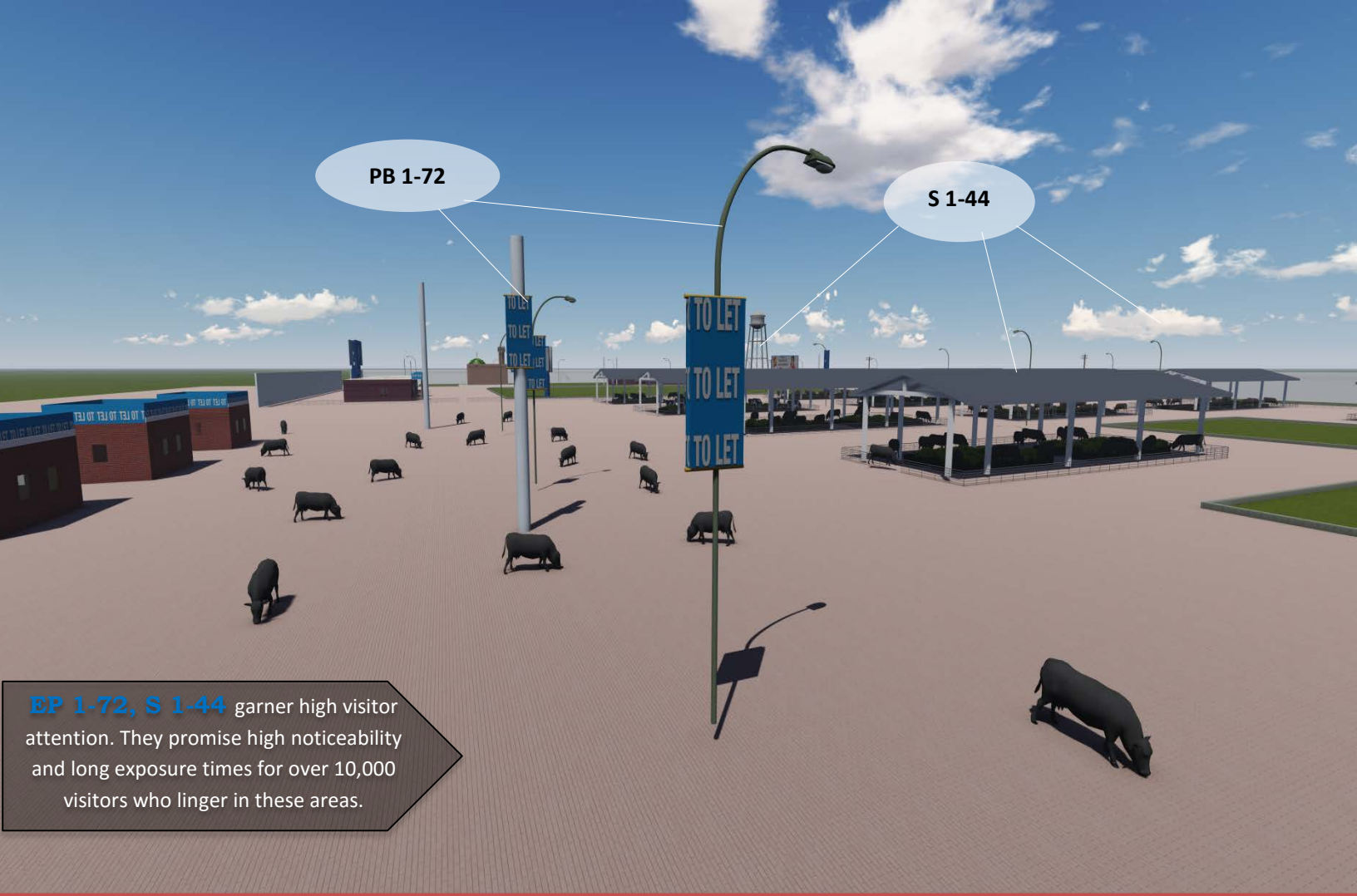
**B1, B2, TR 1-8** provide ideal exposure for incoming vehicles. The area is ever crowded allowing long exposure times and easy noticeability for over 1,000 visitors each hour.

**SHEDS ADVERTISEMENT**



THERE ARE 22 SHEDS IN SHEIKHUPURA CATTLE MARKET OFFERING 44 ADVERTISEMENT SPACES, 2 ON EACH SHEDS FRONT AND BACK.

**S 1-44** garner high visitor attention. They promise high noticeability and long exposure times.



PB 1-72

S 1-44

EP 1-72, S 1-44 garner high visitor attention. They promise high noticeability and long exposure times for over 10,000 visitors who linger in these areas.



R1

R1 receives around 1,000 visitors each hour owing to the tasty food and central location.



# Magazine Advertisements

LDCMMC offers a range of Magazine Advertisements in our monthly “Cattle Market News”. The magazine is published in both English and Urdu versions. The English version is sent to a range of government offices, foreign embassies (including the U.S Embassy, British High Commission, Hungarian Embassy and Australian Embassy), foreign agencies (such as the USAID), high value farmers (categorized by number of animals held), and partner companies in other divisions of Punjab.

The Urdu version is distributed among the traders and general visitors at the Shahpur Kanjran Lahore and Sheikhpura Model Cattle Market. A total of 20,000 visitors flood the Shahpur Kanjran Lahore Market each week on the peak day whereas around 10,000 visitors are present in the Sheikhpura Cattle Market on the peak day each week.

## Advertisement Plan (Price in Pkr)

	Quarter page	Half page	Full page
Front Page	9000	Not available	Not available
Front Page- Inner Side	5000	8500	11500
2nd Page- Front Side	3500	5500	Not available
Back Page (Last Page)	4500	8500	12000
Back Page- Inner Side	Not available	4500	7500
Center Pages	Not available	4000	6000
Other Pages	2000	3000	5500

## Advertisement Show 2016

**Advertiser and Exhibitor Manual:** LDCMMC has prepared a comprehensive guide for potential advertisers and exhibitors. Interested guests can contact us to request a copy. The guide provides detailed information and layout for the

## Sheikhpura Market: Advertisement plan

**Advertisement Opportunities:** LDCMMC is offering over a 150 advertisement locations for interested parties. These include Billboards, Fascia platforms, shed spaces, and banner/flex platforms. Detailed information can be obtained from LDCMMC on request.

will be provided with a detailed layout and cost plan

# Frequently Asked Questions

## **What is “Advertisement Campaigns” section?**

The “Advertisement Campaigns” section provides information to parties interested in conducting their own advertisement campaigns.

## **How will this help potential advertisers?**

This section provides an overview of the cattle market. It provides details of the number of advertisement placements, the locations, sizes and impact of these placements.

## **What sort of advertisement placements do you offer?**

We offer a range of placements. The special Billboards have their own dedicated structure and are 45x15 in size. The Pole Banners are hung on poles with wooden supports and are 8x3 in size. The placements on designated buildings include the Dormitory, Restaurant and Entrance booths. The placements on the Sheds provide ideal, clutter free exposure for long durations.

## **What are the costs of these placements?**

The costs of these placements vary with their locations, the duration of each placement, and the impact of each placement.

## **How many placements can be rented at one time?**

The advertiser can rent as many placements as required at a given time. For availability, please contact LDCMMC.

## **What if the placement materials are damaged?**

The LDCMMC will not be held responsible for any damage to placement material. If damaged, the advertiser will have to renew the placement material within the duration leased or the placement payment fee can be forfeited.

## **What is the minimum duration for advertisement on each placement?**

The minimum duration for the Billboards, Restaurant placements, Dormitory placements, Shed placements, and Tag Room placements is 1 month. The Electric pole placements are available on a weekly basis.

## **Can we use wall paintings?**

No, the wall paintings cannot be used on the boundary walls or on the water tank.

## **How will the placement costs be divided?**

The LDCMMC will provide locations for these placements. The structure and physical support of the placements will be LDCMMC’s responsibility. The advertiser will be expected to attach the advertisement and bear all costs of tear down/damage/repair during the duration of the advertisement.

## **Which location offers the best advertisement opportunity?**

For details on the impact and location of each placement, detailed information can be reached in the layout plans. However, the Billboards, Booth placements, and the Shed poles provide the highest impact.

## **How long does it take to book a placement?**

The advertiser can contact the LDCMMC at any given time. After confirming the placements availability, the advertiser will need to make a payment. As soon as the payment is made, the placement can be used. This can take a minimum of 2 days if the payments and placement material are provided on time.