



TOP DRAWER  
PACKAGES

SHAKE  
THINGS  
UP!



## Off-Peak Alcohol Package

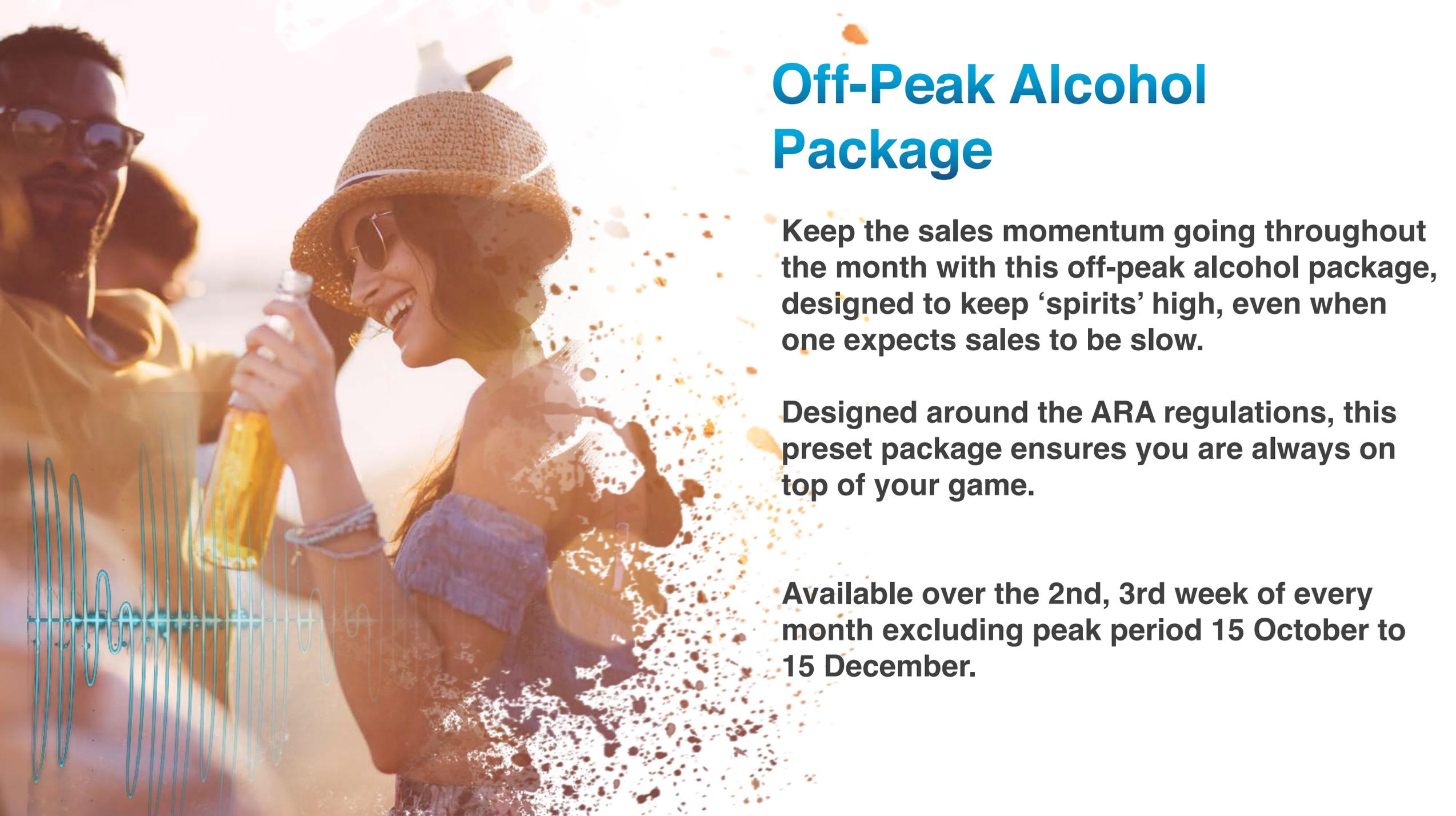
October 2018



PRIMEDIA  
BROADCASTING

CREATING CONNECTIONS





# Off-Peak Alcohol Package

**Keep the sales momentum going throughout the month with this off-peak alcohol package, designed to keep 'spirits' high, even when one expects sales to be slow.**

**Designed around the ARA regulations, this preset package ensures you are always on top of your game.**

**Available over the 2nd, 3rd week of every month excluding peak period 15 October to 15 December.**

# Great Value

Wednesday - Sunday

	MON	TUE	WED	THU	FRI	SAT	SUN
00:01 - 04:00							
04:00 - 06:00							
06:00 - 09:00							
09:00 -12:00							
12:00 - 15:00				*1	*1	4	4
15:00 - 19:00				2	2	4	4
19:00 - 22:00			3	3	3	**2	2
22:00 - 23:59			2	2	2	**2	2

**ARA Restrictions; weekdays no advertising 6am - 9am, 2pm – 5pm and weekends no advertising between 8am - 12pm.**

**\*Advertising is allowed between 9am – 2pm weekdays.**

**\*\* No advertising on music stations between 18:00 and 24:00 on Saturdays**

## TERMS & CONDITIONS

- Primedia Broadcasting reserves the right amend or remove this offer from market at any time.
- No more than 24 weeks can be purchased by a single brand over a 12 month period.
- Applicable over the 2nd, 3rd week of every month excluding the peak period and between 15 October to 15 December

1 Week : Wed - Sun	947	702	Kfm	Cape Talk
<b>Discount</b>	<b>40%</b>	<b>45%</b>	<b>50%</b>	<b>50%</b>
No. Weeks	1	1	1	1
No. Spots	41	45	41	45
Reach '000	412	147	197	17
Reach %	8.5%	3.0%	4.1%	0.4%
Ave. Frequency	3.3	3.8	4.6	4.2
Ratings	28.40	11.60	18.60	1.50
Media Value	R159,935	R107,419	R112,494	R35,779
<b>Investment</b>	<b>R95,961.00</b>	<b>R59,080</b>	<b>R56,247</b>	<b>R17,890</b>
<b>Saving</b>	<b>R63,974</b>	<b>R48,339</b>	<b>R56,247</b>	<b>R17,890</b>
CPP	R3,379	R5,093	R3,024	R11,926
CPT	R233	R402	R286	R1,052

Market: GP/WC , Age 25-54, LSM 7-10.



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Thursday - Sunday

	MON	TUE	WED	THU	FRI	SAT	SUN
00:01 - 04:00							
04:00 - 06:00							
06:00 - 09:00							
09:00 -12:00							
12:00 - 15:00				**1	**1	4	4
15:00 - 19:00				2	2	4	4
19:00 - 22:00				3	3	**2	2
22:00 - 23:59				2	2	**2	2

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<b>Discount</b>	<b>40%</b>	<b>45%</b>	<b>50%</b>	<b>50%</b>
No. Weeks	1	1	1	1
No. Spots	36	40	36	40
Reach '000	399	145	189	17
Reach %	8.3%	3.0%	3.9%	0.4%
Ave. Frequency	3.2	3.6	4.4	4.2
Ratings	26.80	10.80	17.00	1.50
Media Value	R150,454	R100,536	R108,804	R33,920
<b>Investment</b>	<b>R90,272.40</b>	<b>R55,295</b>	<b>R54,402</b>	<b>R16,960</b>
<b>Saving</b>	<b>R60,182</b>	<b>R45,241</b>	<b>R54,402</b>	<b>R16,960</b>
CPP	R3,368	R5,120	R3,200	R11,307
CPT	R226	R381	R288	R998

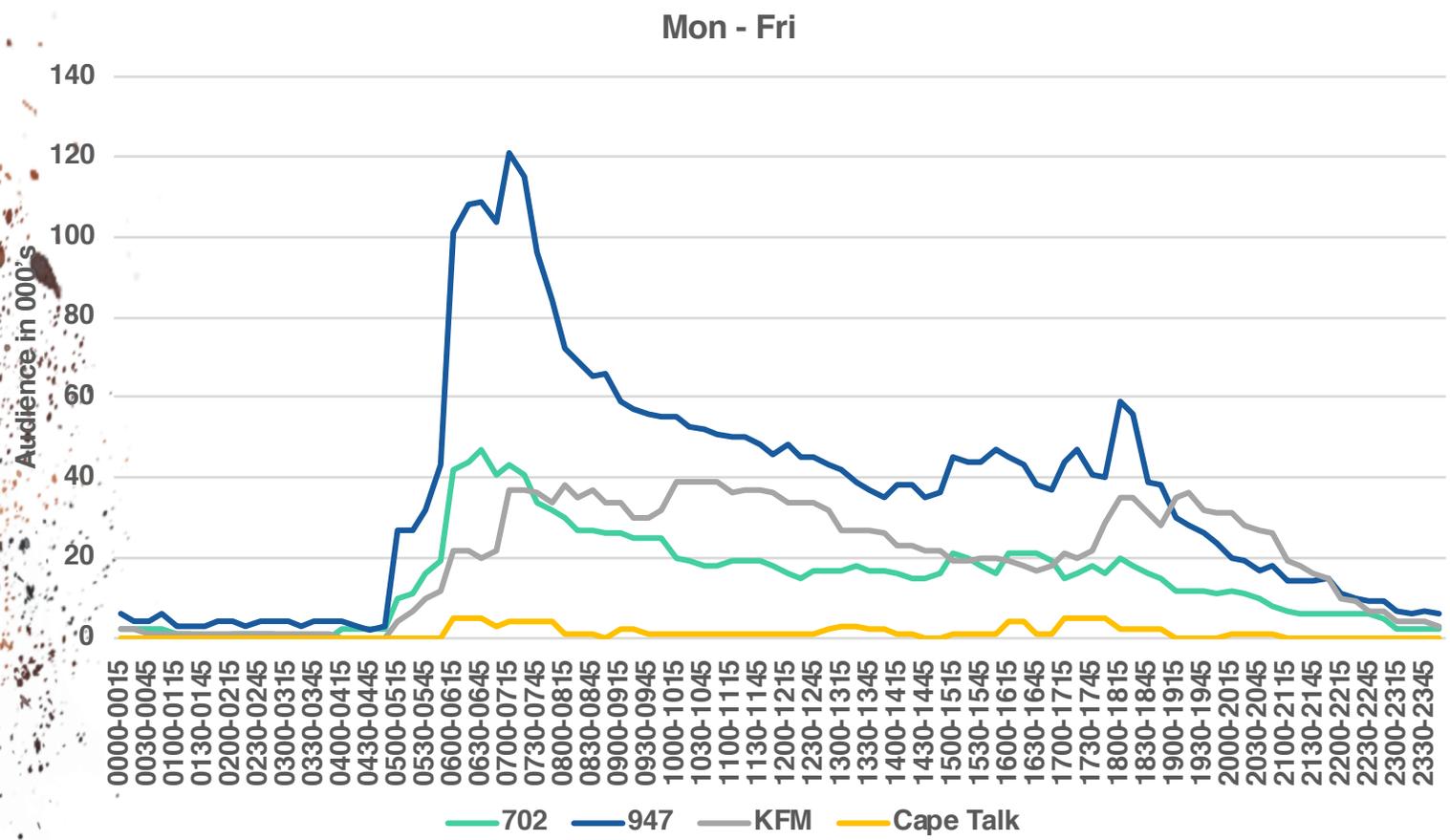
Market: GP/WC , Age 25-54, LSM 7-10.





# Quarter Hour Listening

## Mon-Fri



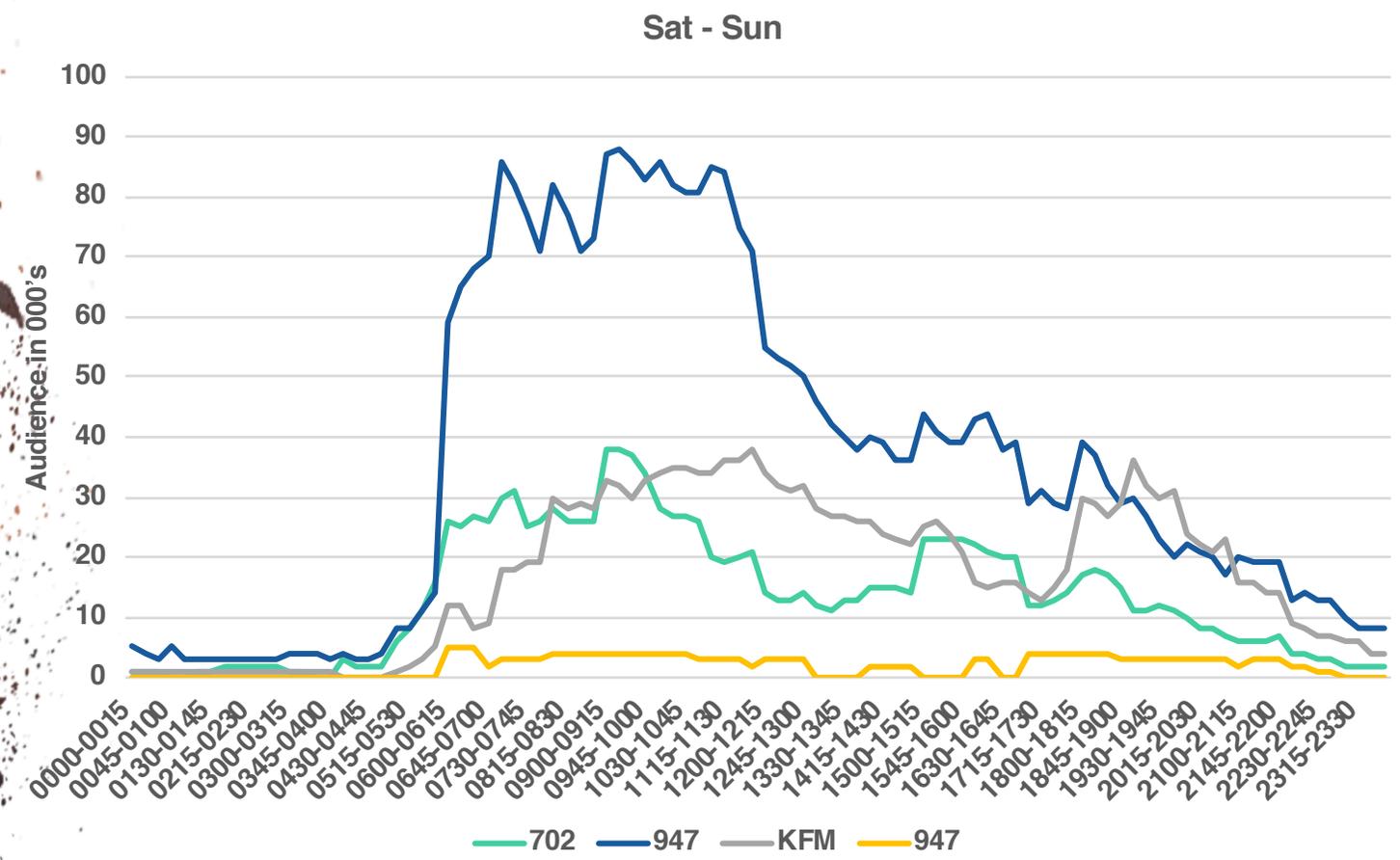
Source: BRC RAM (Jan-Jun 18)

Age 25-54, LSM 7-10, GP/WC



# Quarter Hour Listening

## Sat - Sun



Source: BRC RAM (Jan-Jun 18)

Age 25-54, LSM 7-10, GPWC

# Easy Planning

## Preplanned Schedules

Select any one our fixed Top Draw packages on Telmar's RadioMax / RBP or Nielsen's IMS radio planning systems.

**telmar**

nielsen  
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# Easy Planning

## Day-Parts



Lunch



Dinner



Nightshift



Weekend

## Retail



Off-peak Retail



On-peak Retail



Off-peak Alcohol



On-peak Alcohol

## Segments



Business



Affluent



Main Shopper



Youth

[www.primediabroadcasting.co.za](http://www.primediabroadcasting.co.za)

Visit our website to find audience profiles, footprints, case studies and more.  
We look forward to telling your story

