



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
Discount	40%	45%	50%	50%
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
Investment	R95,961.00	R59,080	R56,247	R17,890
Saving	R63,974	R48,339	R56,247	R17,890
CPP	R3,379	R5,093	R3,024	R11,926
CPT	R233	R402	R286	R1,052

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

Great Value

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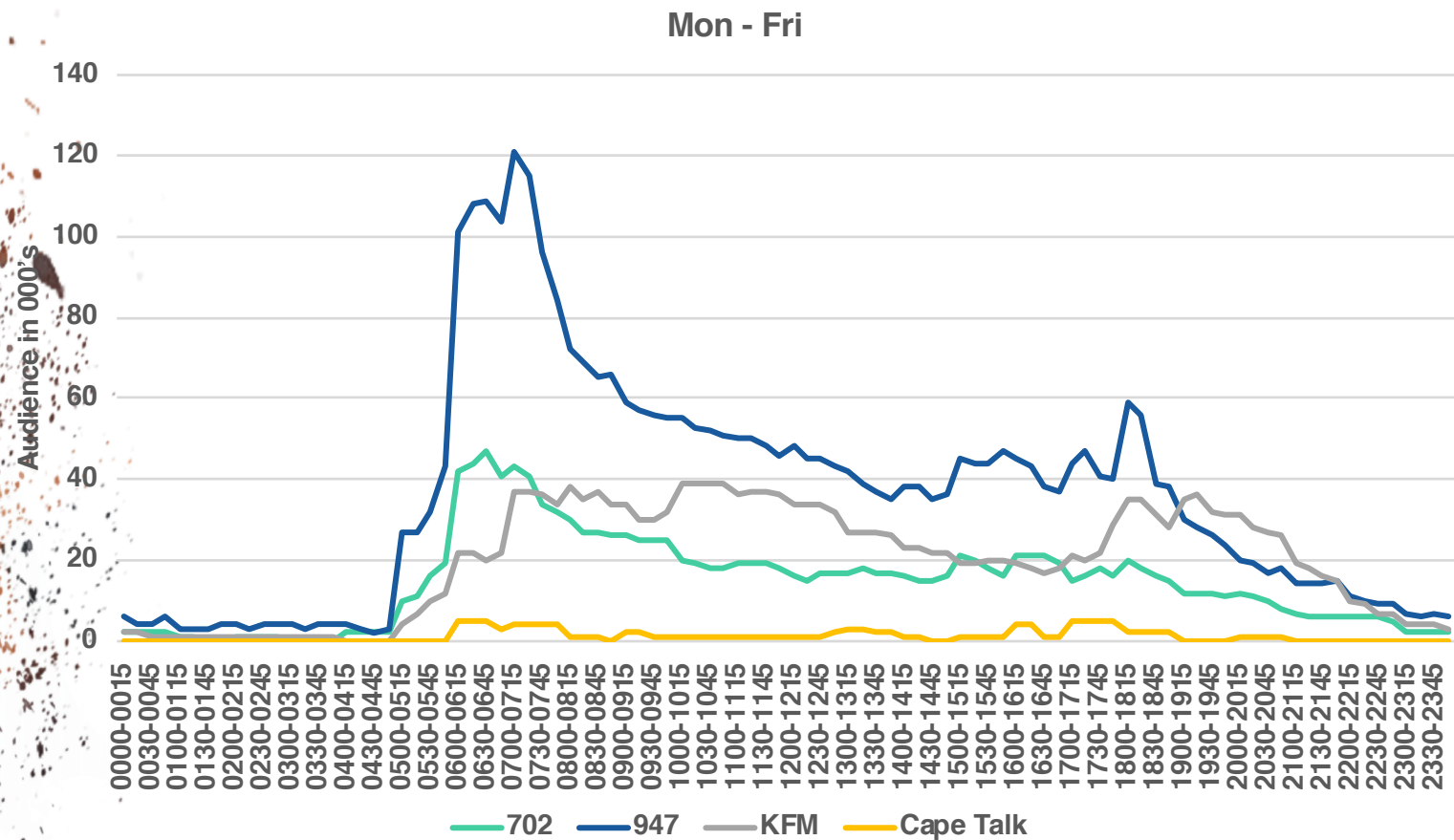
1 Week : Thur - Sun	947	702	Kfm	Cape Talk
Discount	40%	45%	50%	50%
No. Weeks	1	1	1	1
No. Spots	36	40	36	40
Reach '000	399	145	189	17
Reach %	8.3%	3.0%	3.9%	0.4%
Ave. Frequency	3.2	3.6	4.4	4.2
Ratings	26.80	10.80	17.00	1.50
Media Value	R150,454	R100,536	R108,804	R33,920
Investment	R90,272.40	R55,295	R54,402	R16,960
Saving	R60,182	R45,241	R54,402	R16,960
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



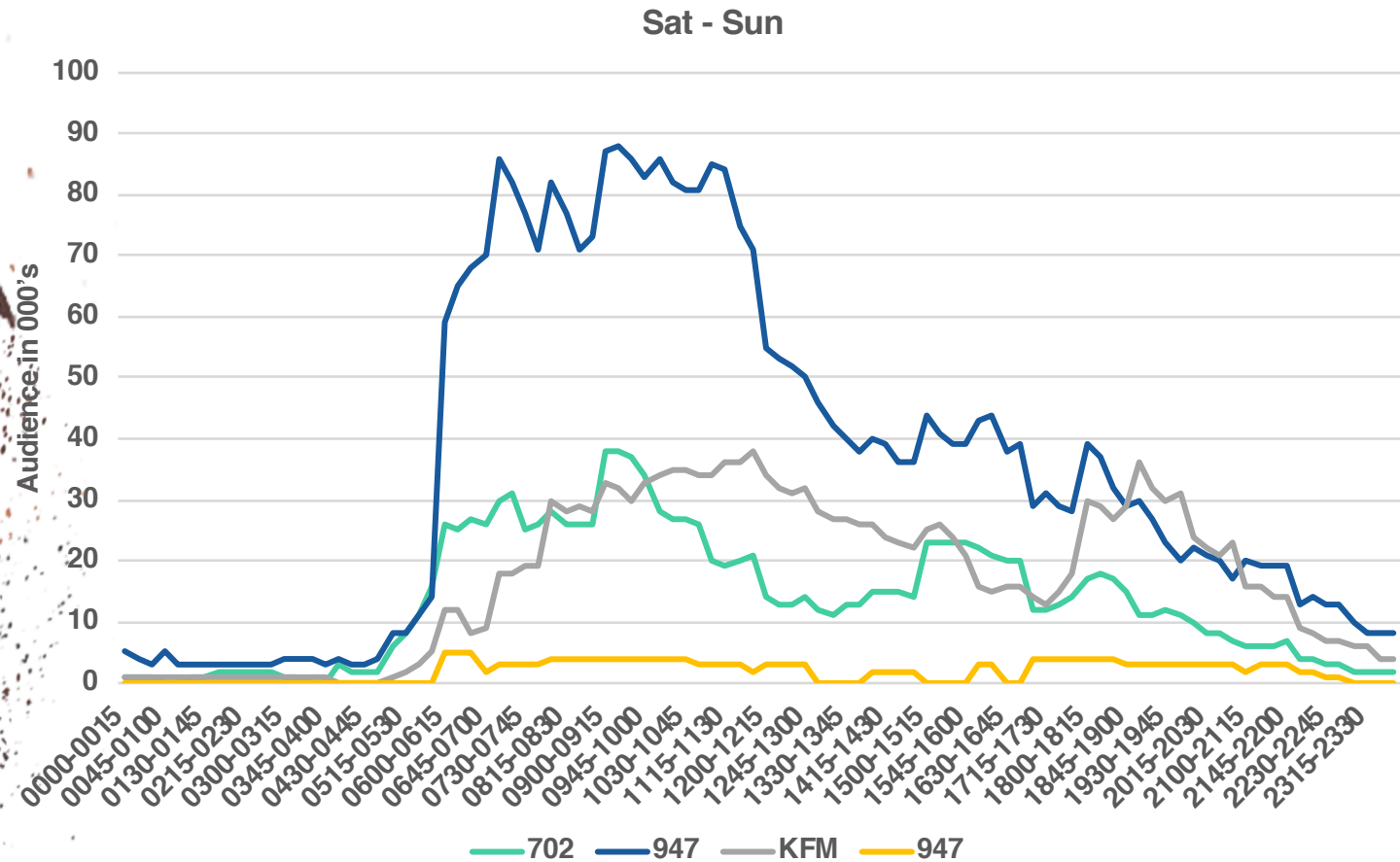
Source: BRC RAM (Jan-Jun 18)

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, GP/WC

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

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

