

TOP DRAWER
PACKAGES



WORKING THE **NIGHT SHIFT**

Night Shift Package

October 2018





Night Shift Package

Weekdays 19/20:00 – 06:00

The economically active world is awake 24hrs and the Night Shift Package is tailored to tap into consumers tuned in for companionship between 19:00 and 06:00.

This package is designed to reach the night owls, weekday party goers and the insomniacs.

At this time you will reach night shift workers; in healthcare, emergency services, security and call centers.

Your Value and Performance

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

** Talk Station schedule starts from 20:00 weekdays

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.

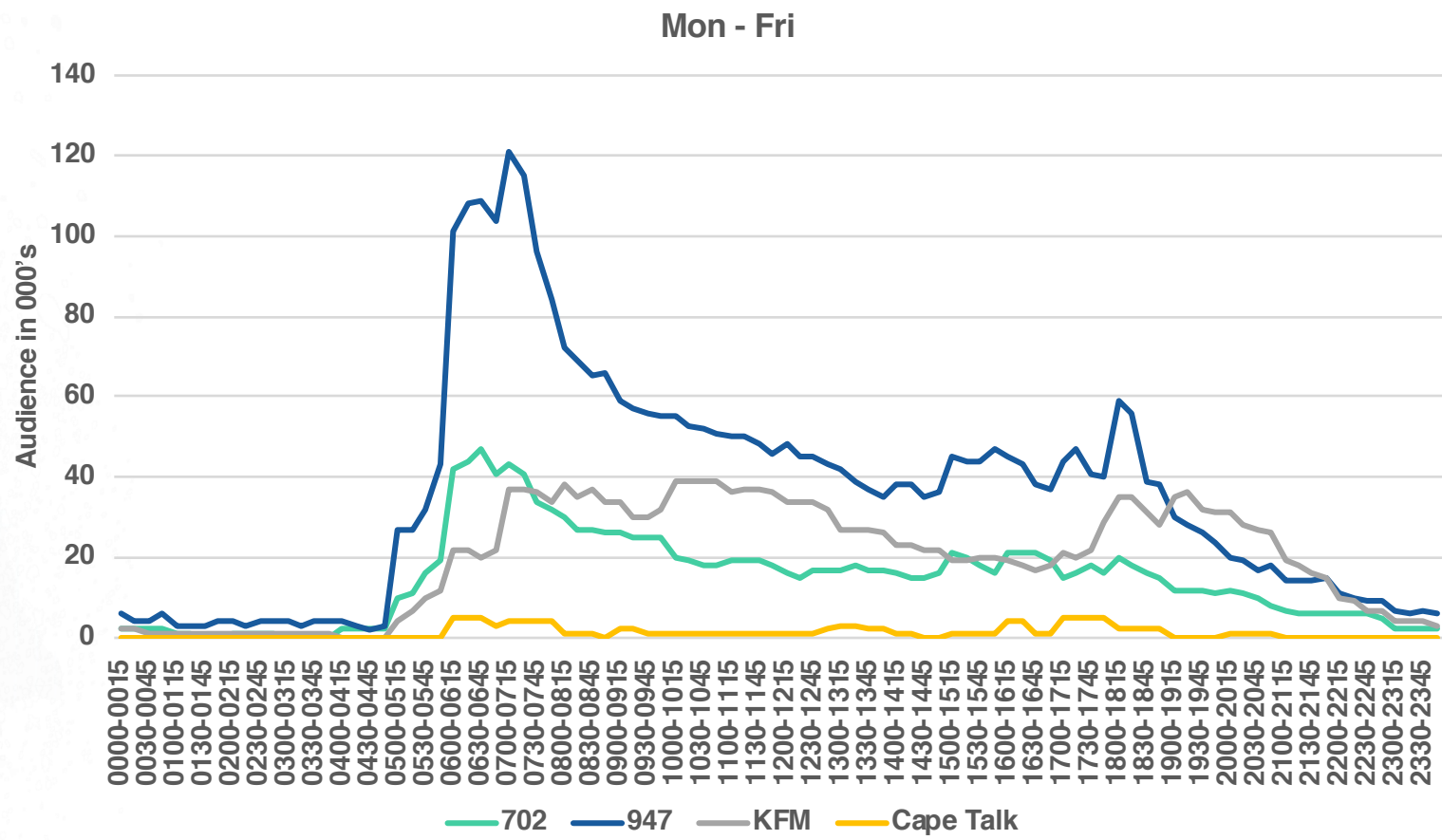
1 Week : Mon - Fri	947	702	Kfm	Cape Talk
Discount	50%	50%	55%	55%
No. Weeks	1	1	1	1
No. Spots	40	40	40	40
Reach '000	163	74	109	4
Reach %	3.4%	1.5%	2.3%	0.1%
Ave. Frequency	3.6	3.6	3.8	2.0
Ratings	13.3	5.60	8.73	0.22
Media Value	R74,970	R45,490	R45,940	R10,840
Investment	R37,485.00	R22,745	R20,673	R4,878
Saving	R37,485	R22,745	R25,267	R5,962
CPP	R2,817	R4,060	R2,369	R22,655
CPT	R229	R307	R190	R1,220

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

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

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