

Lunch **TIME MADNESS**

Lunch Time Package

11:00 – 14:00 weekdays

Trigger the craving and give listeners a solution to their lunchtime munchies and roaring hunger pangs.

Take advantage of our easy-to-use Lunch Time Package to reach your market at a key moment of receptivity.



Your Value & Performance

1 spot per hour, over lunch from 11:00 - 14:00, Weekdays

SPOT PLAN

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

* Talk stations carry one spot in the Midday Report between 12:00 -13:00
702 & Cape Talk

TERMS & CONDITIONS

- Primedia Broadcasting reserves the right remove or amend this offer at any time.
- No more than 24 weeks can be purchased by a single brand over a 12 month period.
- The period between 15 October – 30 November is excluded from this offer.

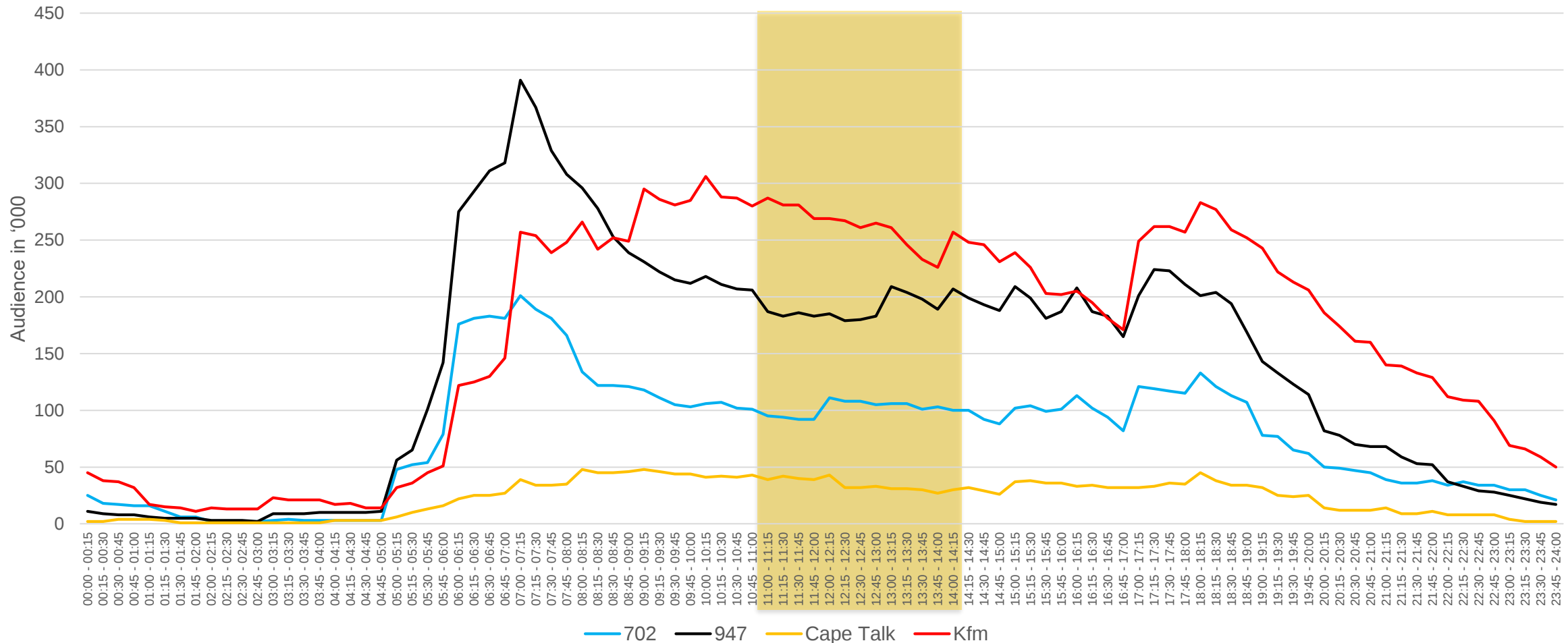
PERFORMANCE

1 Week : Mon - Fri	947	702	Kfm	Cape Talk
Discount	40%	45%	50%	50%
No. Weeks	1	1	1	1
No. Spots	15	15	15	15
Reach '000	220	102	143	17
Reach %	6%	2%	11%	1%
Ave. Frequency	2.9	2.9	3.1	2.3
Ratings	18.10	8.40	33.00	2.80
Media Value	R117,315	R72,320	R98,615	R25,940
Investment	R70,389	R39,776	R49,308	R12,970
Saving	R46,926	R32,544	R49,308	R12,970
CPP	R3,889	R4,735	R1,494	R4,632
CPT	R320	R390	R345	R763

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

Quarter Hour Listening

Lunchtime Listening Pattern - Mon-Fri 11:00-14:00



Source : BRC RAMS, Oct 2016 – Mar 2017



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