



# Radio to Road

Primedia Broadcasting and Primedia Outdoor  
come together to give you **another  
first-to-market innovation.**

Introducing another  
first-to-market innovation  
from Primedia.

**Radio to Road** is a powerful  
omni-channel solution that enables audio  
and visual channel synchronicity and falls  
under the **Responsive Radio** bouquet.





Imagine driving in your car whilst listening to 947, 702, Kfm or CapeTalk.

An advert comes on air for one of your favorite brands and immediately you see an accompanying advert on the digital billboard in front of you. Wow! Coincidental!?

**Yes – It is now possible** to enhance the impact of your communication by delivering both an audio and visual advert for the same campaign, at the same time.



# How does it work?

Radio adverts broadcast on any of our radio stations trigger a signal received by Primedia Outdoor's digital network, and simultaneously delivers a visual advert synchronized with the radio spot.



# I'm ready to book, what now?

1. Contact your Primedia Broadcasting or Outdoor AE to check availability.
2. Plan your normal radio spot plan, or ask one of our planners to build an optimised plan for you.
3. For JHB stations 947 and 702, load your radio schedule by 30%. When running a campaign in Cape Town, on station Kfm or CapeTalk, load your spot plan by 12%.
4. Clearly mark your radio plan and booking instruction to Primedia Broadcasting with the words, “**Radio to Road**”.

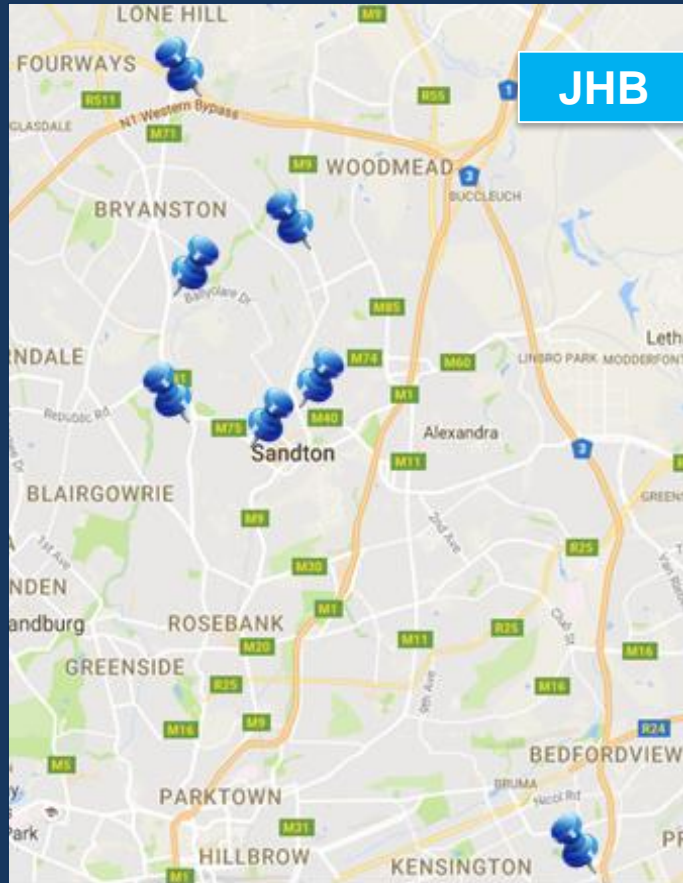
It's as simple as that.



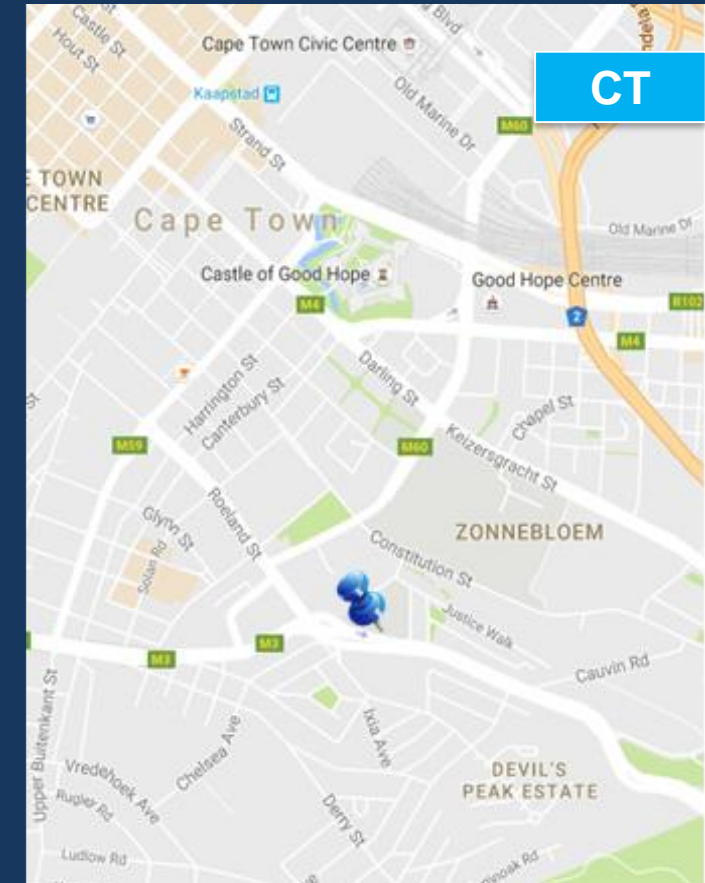
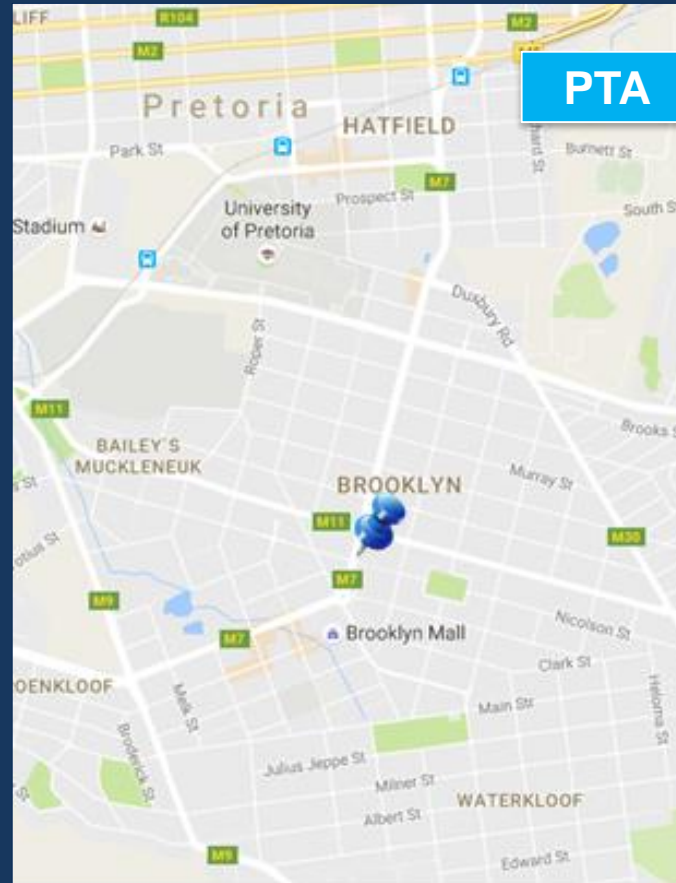


Select any Primedia Broadcasting station and accompany it with the **LED network** located along **Main Arterials** in the **Central Metropoles** of Johannesburg; Pretoria and Cape Town

47 | 702



702



**CAPETALK**  
567AM

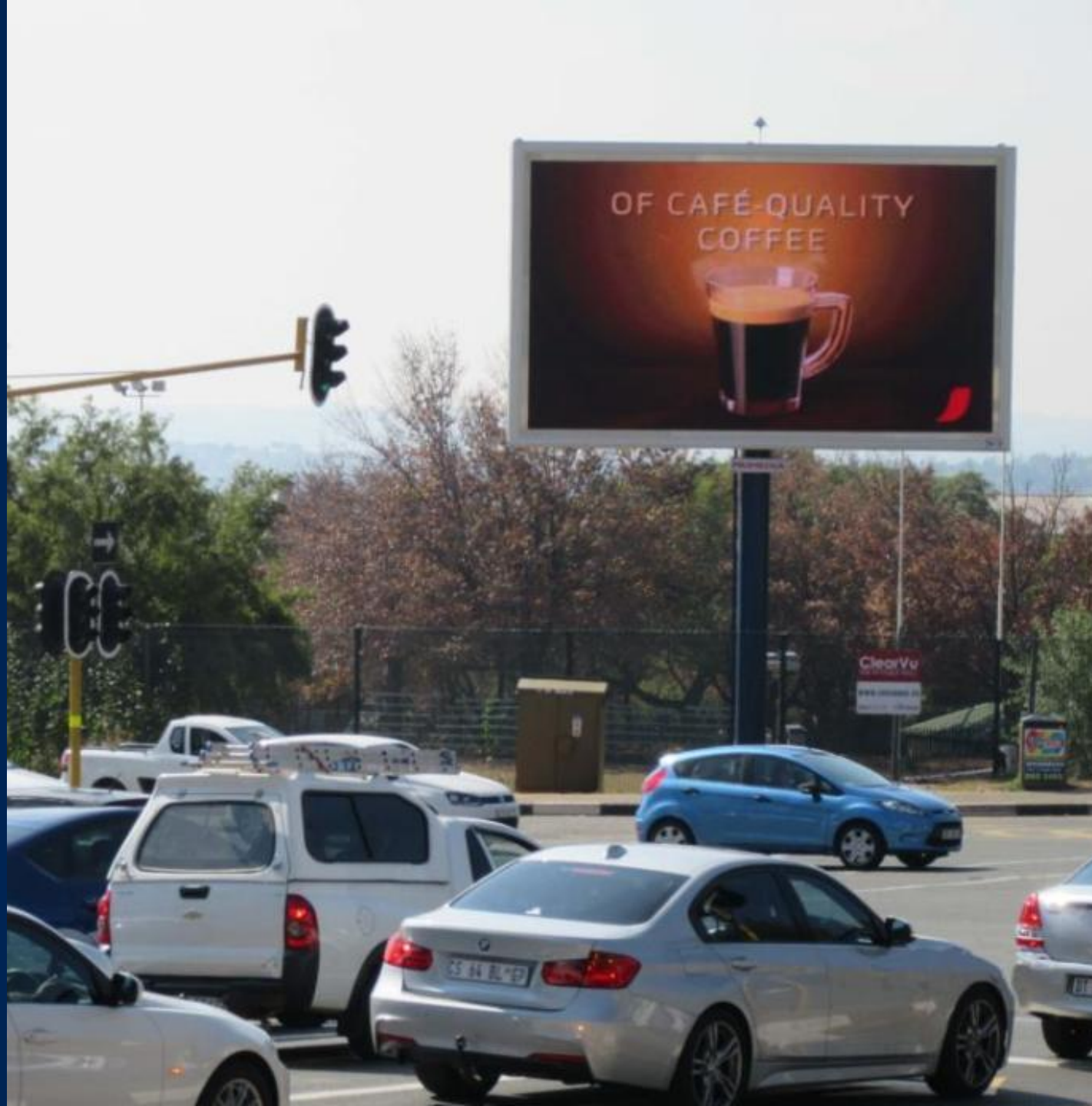
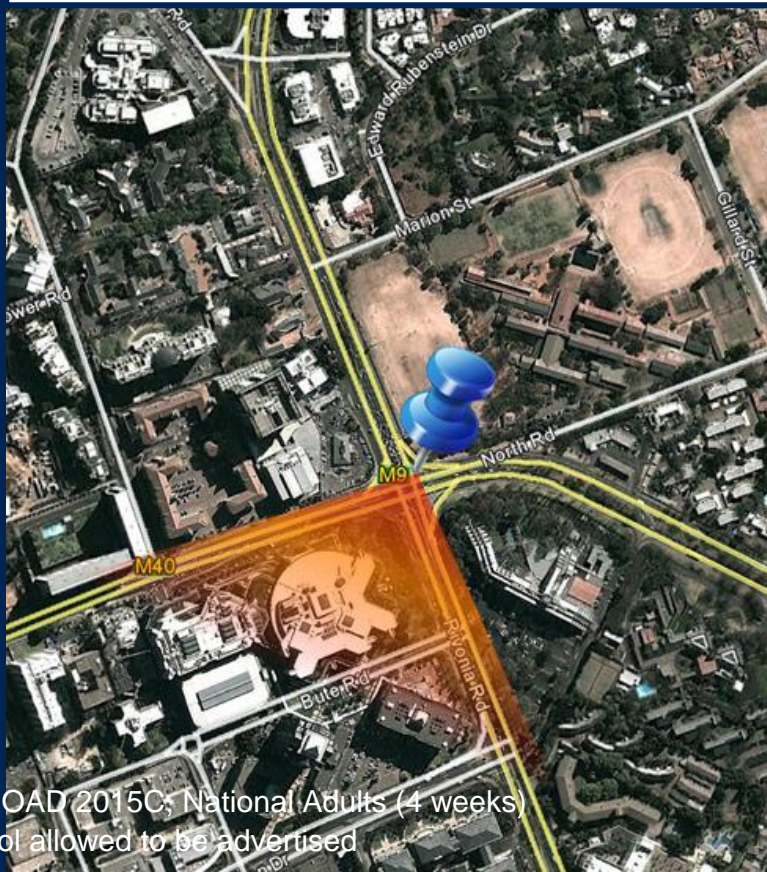


Rivonia Rd / Grayston Dr  
towards Rivonia / M1

**DN01**

**Audience Reach: 175,542**

**Audience Impacts: 1,332,702**



Source: ROAD 2015C; National Adults (4 weeks)

\*No alcohol allowed to be advertised

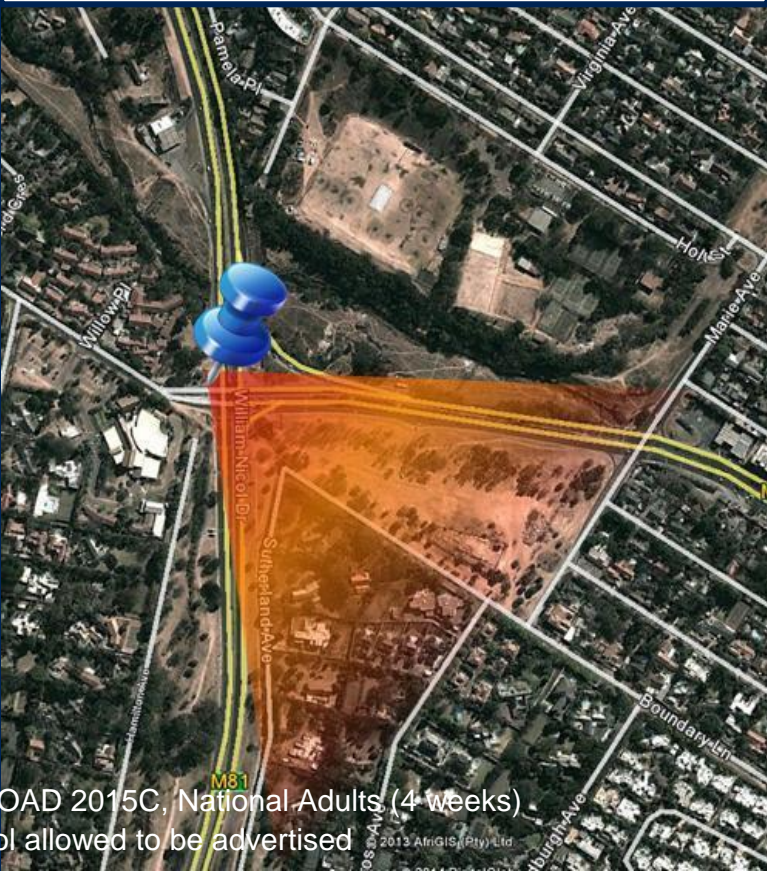


William Nicol Dr / Sandton Dr  
towards Hurlingham / Bryanston

DN02

Audience Reach: 137,619

Audience Impacts: 713,721



Source: ROAD 2015C, National Adults (4 weeks)

\*No alcohol allowed to be advertised



Rivonia Rd / 12<sup>th</sup> Avenue towards  
Sunninghill and N1 Highway

**DN03**

**Audience Reach: 47,460**

**Audience Impacts: 363,407**



Source: ROAD 2015C, National Adults (4 weeks)

\*No alcohol allowed to be advertised

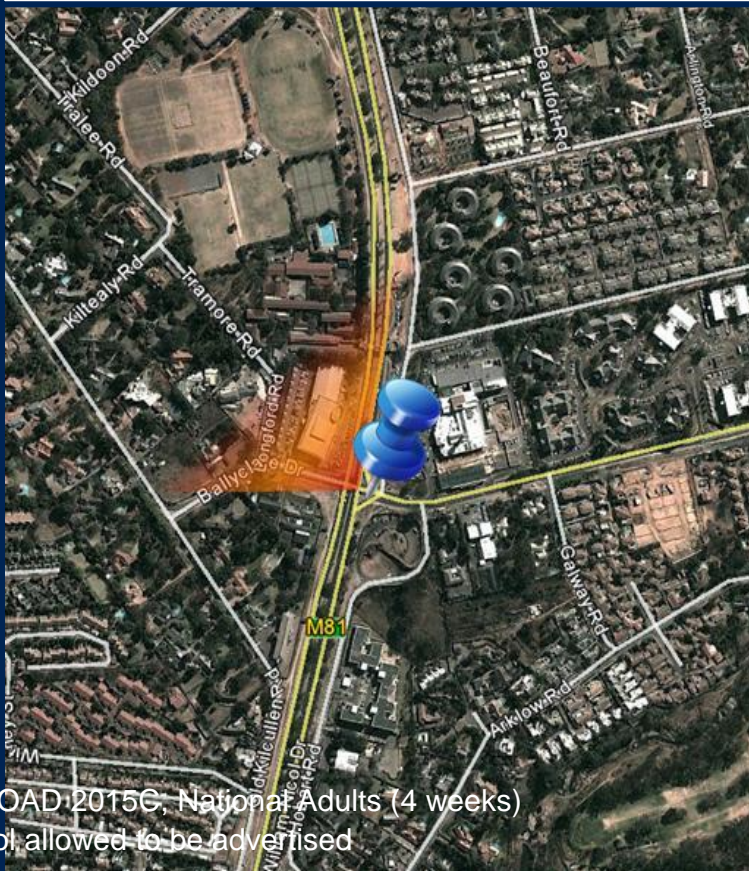


William Nicol Dr / Ballyclare Rd  
towards Sandton

DN04

Audience Reach: 170,608

Audience Impacts: 1,151,380



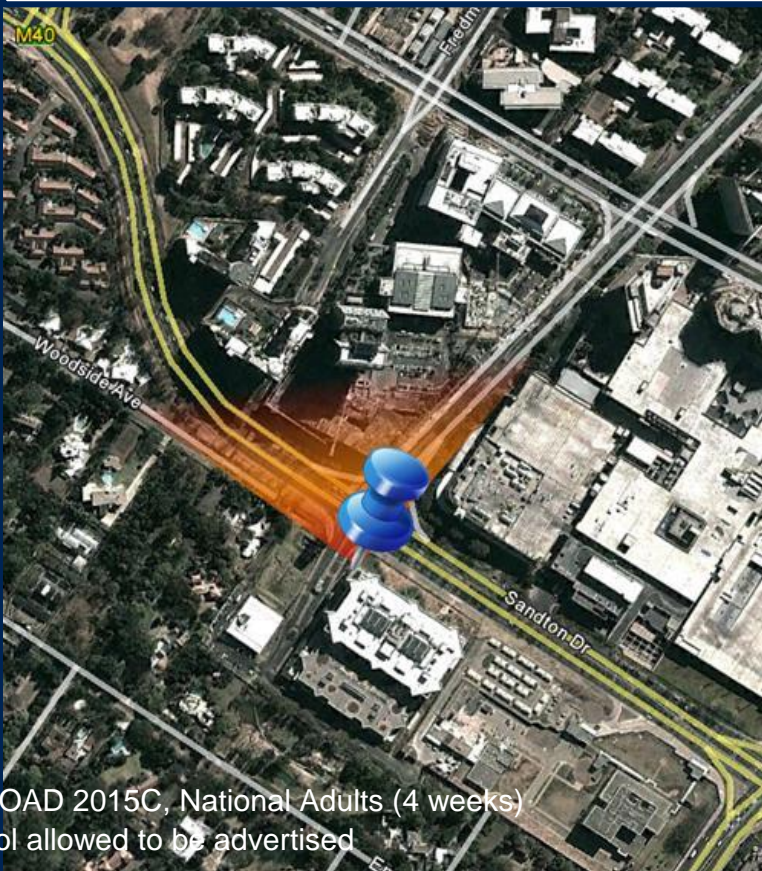


Sandton Dr / Alice Ln  
towards Rosebank / Wierda  
Valley

**DN05**

**Audience Reach: 54,079**

**Audience Impacts: 242,510**



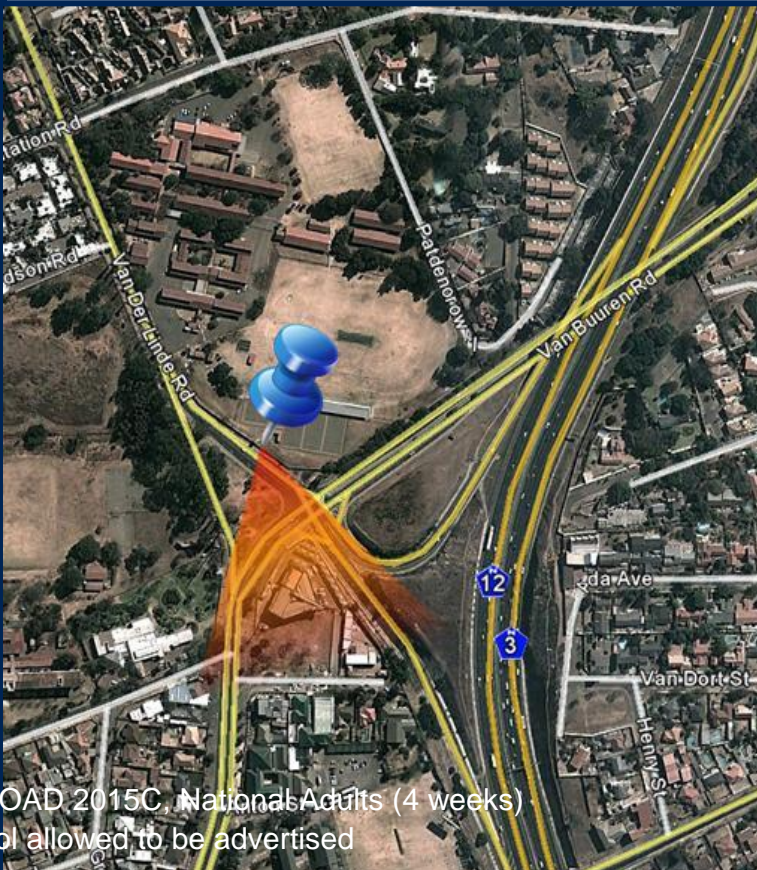
Source: ROAD 2015C, National Adults (4 weeks)

\*No alcohol allowed to be advertised



# DN06

**Audience Impacts:** **763,460**



\*No alcohol allowed to be advertised





Pretoria

Brooklyn, Jan Shoba Street

DN09

Audience Reach: 52,591

Audience Impacts: 334,934



Source: ROAD 2015C, National Adults (4 weeks)

\*No alcohol allowed to be advertised



Johannesburg  
Paulshof, Witkoppen Road

**DN011**

**Audience Reach: 82,292**

**Audience Impacts: 572,279**



Source: ROAD 2015C, National Adults (4 weeks)

\*No alcohol allowed to be advertised

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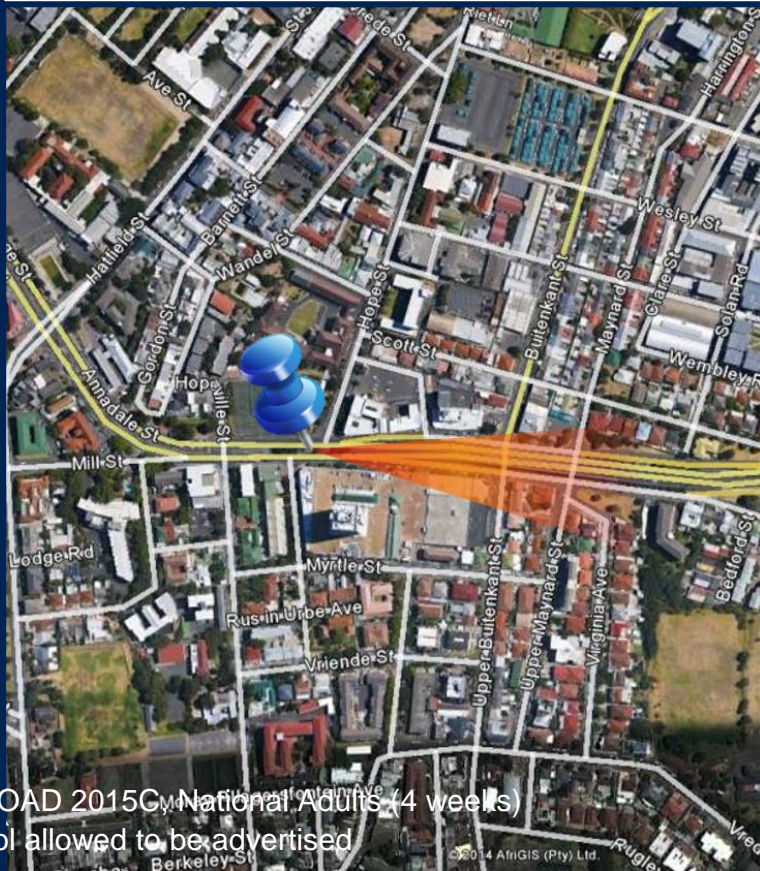


# Cape Town CBD, Mill Street from De Waal Drive

## DN07

**Audience Reach:** 171,979

**Audience Impacts:** 2,055,066



Source: ROAD 2015C, National Adults (4 weeks)

\*No alcohol allowed to be advertised

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# www.primediabroadcasting.co.za

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Go to our website, where you will find:

- Audience profiles
- Footprints
- Case studies
- and more...

