



LADIES NIGHT OUT

kfm 94.5

GIRLS JUST WANNA HAVE FUN

Some people call it Valentine's Day... we call it Ladies Night Out! A chance for you and your BFF's to let your hair down and enjoy a fun night out on the town.

Listeners will be asked to send through WhatsApp voice notes telling Darren how they would enjoy a night out on the town with their girlfriends.

The best voice note wins R5000 to take the girls out and paint the town red!

SPECIALLY CRAFTED

Kfm will create a specially designed promotional package that will run over 9 days across the station.

The package contains an abundant mix of interactive competition moments during Kfm Mornings with Darren, Sherlin & Sibs with high frequency promotional activity, an online presence and generic airtime.

This will allow your brand to get great exposure and also allows its features to be highlighted.

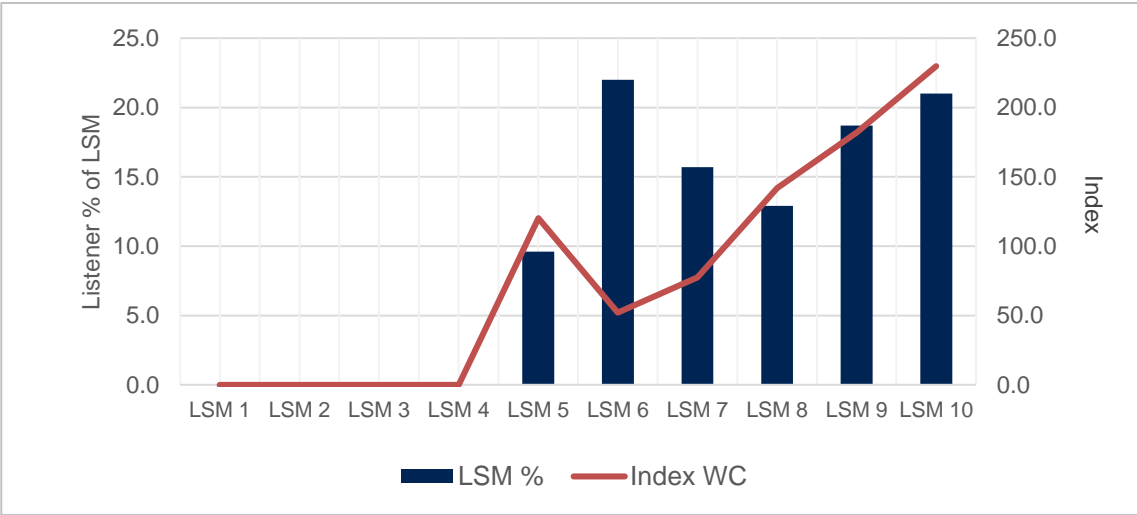
KFM MORNINGS WITH DARREN, SHERLIN & SIBS

Wake up to the most music and feel great, as Darren “Whackhead”, Sherlin & Sibs whip up the freshest breakfast show to get your day started every weekday from 06h00 to 09h00.

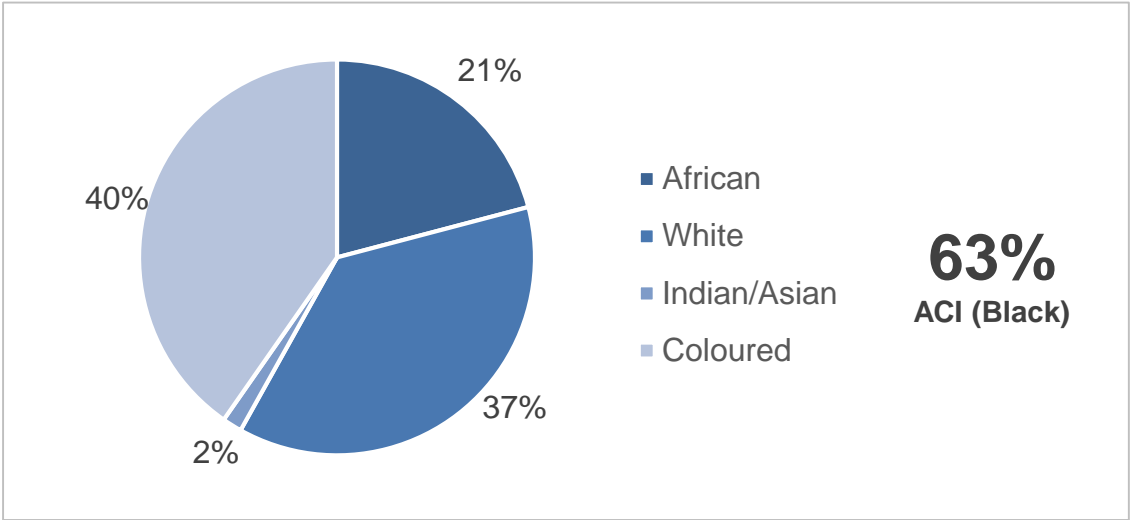
There’s nothing like Kfm Mornings to turn your early ‘moanings’ into a joy ride!

Listener Profile

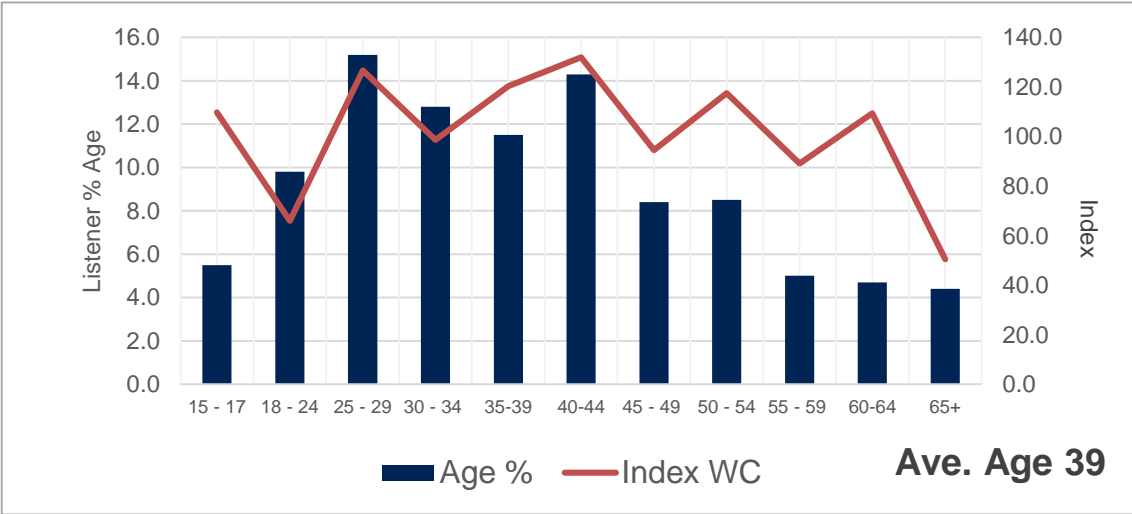
LSM



Ethnicity



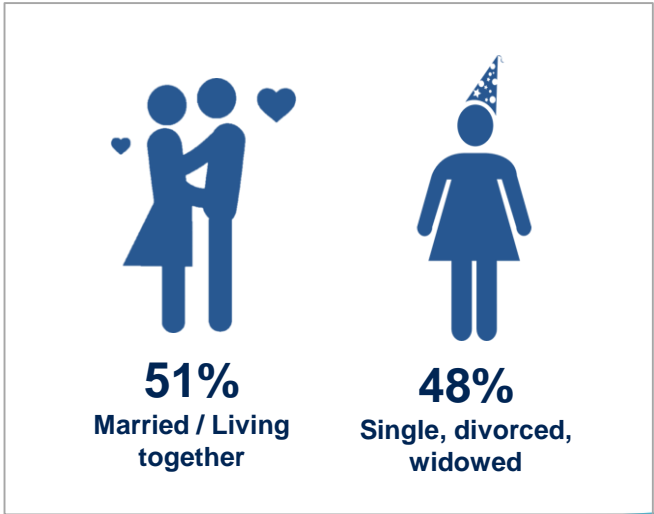
Age



Gender



Marital Status



ELEMENTS



ON AIR:

- 40" Recorded Teaser Promo
- 30" Live Teaser Promo
- 40" On Now Recorded
- 30" On Now Live
- 10" Throw Forward
- 30" Competition Moment @ 08h20
- 30" Generic



ONLINE:

Every promo spot directs the audience to kfm.co.za where you will have a permanent presence on the home page for the duration of the promotion.



SOCIAL MEDIA:

Facebook and Twitter will be used for the duration of the promotion.

SCHEDULES

60" Powerspot

(Friday prior to the competition)

Time channel	Loadings	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
06:00-09:00	Live					1			1
Total		0	0	0	0	1	0	0	1

40" Recorded Teaser Promo

(Saturday and Sunday prior to the competition)

Time channel	Loadings	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
00:01-04:00								1	1
04:00-06:00								1	1
06:00-10:00							1		1
06:00-10:00								2	2
10:00-14:00							1		1
10:00-14:00								1	1
14:00-18:00							1		1
14:00-18:00								2	2
18:00-21:00								1	1
21:00-23:59								1	1
Total		0	0	0	0	0	3	9	12

40" On Now Recorded

Time channel	Loadings	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
00:01-04:00		1	1	1	1				4
09:00-12:00		1	1	1					3
12:00-15:00			1		1				2
15:00-19:00		1	1	1	1				4
19:00-22:00		1	1	1	1				4
22:00-23:59		1	1	1	1				4
Total		5	6	5	5	0	0	0	21

30" Live Teaser Promo

(Saturday and Sunday prior to the competition)

Time channel	Loadings	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
00:01-04:00	Live						1		1
04:00-06:00	Live						1		1
04:00-06:00	Live							1	1
06:00-10:00	Live						1		1
06:00-10:00	Live							2	2
10:00-14:00	Live						1		1
10:00-14:00	Live							1	1
14:00-18:00	Live						2		2
14:00-18:00	Live							1	1
18:00-21:00	Live							2	2
21:00-23:59	Live							1	1
Total		0	0	0	0	0	6	8	14

30" On Now Live

Time channel	Loadings	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
09:00-12:00	Live		1		1				2
12:00-15:00	Live	1	1	1					3
Total		1	2	1	1	0	0	0	5

10" Throw Forward

Time channel	Loadings	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
06:59-07:00		1	1	1	1	1			5
07:39-07:40		1	1	1	1	1			5
Total		2	2	2	2	2	0	0	10

SCHEDULES

30" Execution Moment for Competition

Time channel	Loadings	Mon	Tue	Wed	Thu	Fri	Total
08h10	Execution moment	1	1	1	1	1	5
Total		1	1	1	1	1	5

30" Generic:

The generic schedule is based on a 30 second recorded commercial and runs from Monday – Sunday.

Time channel	Loadings	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
00:01-04:00		1	1	1	1	1			5
06:00-09:00		1		1		1			3
09:00-12:00			1		1				2
12:00-15:00		1		1		1			3
15:00-19:00			1		1				2
19:00-22:00		1	1	1	1	1			5
22:00-23:59		1	1	1	1	1			5
00:01-04:00							1		1
00:01-04:00								1	1
06:00-10:00							1		1
06:00-10:00								1	1
10:00-14:00							1		1
10:00-14:00								1	1
14:00-18:00							2		2
14:00-18:00								1	1
18:00-21:00								2	2
21:00-23:59								1	1
Total		5	5	5	5	5	5	7	37

Online

Every promo spot directs the audience to kfm.co.za where you will have a permanent presence on the home page for the duration of the promotion, dedicated to the competition information and mechanics. There is an option of an opt-in box on the entry form for database marketing purposes.

Social Media

Facebook and Twitter will be used for the duration of the promotion.

VALUE & INVESTMENT

CAMPAIGN VALUE
PRIZES PER WEEK
(R5 000 cash per execution)

R 553 562.47 EX. VAT
R 25 000.00

CAMPAIGN INVESTMENT

R 330 090.20 EX. VAT & PRIZES



Acceptance Signature



Date

Failure to comply with any of the conditions or deadlines will result in a 100% cancellation fee. The notice period for a cancellation is a minimum of 10 weeks prior to the on-air commencement date of the promotion; any cancellation within this deadline will result in a 100% Cancellation fee.

www.primediabroadcasting.co.za

Go to our website, where you will find:

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

