

DIGITALAUDIO

EARLY ADOPTER DEAL



RADIO & DIGITAL AUDIO PACKAGE - 1 WEEK 2:1 VALUE VS INVESTMENT



Value

R141 695

Investment

R70 848

RADIO
Thurs - Sun

23

Spots

801 000

Ave Reach

3.22

Ave Frequency

DIGITAL
Mon - Fri

Audio

And Companion Ads

100 000

Impressions

3.00

Frequency Cap

Value

R146 060

Investment

R73 030

RADIO
Thurs - Sun

27

Spots

852 000

Ave Reach

3.76

Ave Frequency

DIGITAL
Mon - Fri

Audio

And Companion Ads

100 000

Impressions








3.00

Frequency Cap

Free radio ad! One free scripting and production of a radio ad available per agency (Ts & Cs apply).

INTERESTING FACTS ABOUT THE WEEKEND & WEEKDAY AUDIENCE

Interesting Facts about the weekend & weekday Audience: Jacaranda FM




-  Jacaranda FM has a total weekend cume of 642 000 with an average household income of R24 625. This is double the average household income of a general radio listener within the broadcast area [R12 298].
-  66% (426 000) of Jacaranda FM's weekend audience fall within LSM 8-10.
-  Jacaranda FM has an exclusive listenership of 57%, with time spent listening at 5 hours throughout the weekend.
-  The Saturday and Sunday Breakfast shows enjoy a daily reach of 142 000.
-  Jacaranda FM online audience spends a total of 746 574 hours listening to radio. This is an average of 248 858 weekly hours.
-  59% of the audience access our streaming platforms on their desktop.
-  Digital audio gives brands the opportunity to reach a wider and diverse audience.

JACARANDA FM SPOT PLAN

TIME CHANNEL	Thur	Fri	Sat	Sun
05:00 - 06:00		1	1	1
06:00 - 09:00		1	1	2
09:00 - 12:00	1	1	1	1
12:00 - 15:00	1	1	1	1
15:00 - 19:00	1	1	2	
19:00 - 22:00	1	1	2	



Interesting Facts about the weekend & Weekday Audience: East Coast Radio

-  East Coast Radio has a total weekend cume of 693 000 with an average household income of R18 681. This is virtually double the average household income of a general KZN radio listener [R9 979].
-  51% (356 000) of East Coast Radio weekend audience fall within LSM 8-10.
-  East Coast Radio has a weekend exclusive listenership of 57%, with time spent listening at 5 hours throughout the weekend.
-  The Saturday and Sunday Breakfast shows enjoy the highest daily reach of 238 000 (34%).
-  East Coast Radio online audience spends a total of 168 429 hours listening to radio. This is an average of 56 143 weekly hours.
-  65% of the audience access our streaming platforms on their desktop.
-  Digital audio can increase reach for omnichannel campaigns in a targeted environment.

EAST COAST RADIO SPOT PLAN

TIME CHANNEL	Thur	Fri	Sat	Sun
05:00 - 06:00		1	1	1
06:00 - 09:00		1	1	2
09:00 - 12:00	1	1	1	1
12:00 - 15:00	1	1	1	1
15:00 - 19:00	1	1	2	
19:00 - 22:00	1	1	2	



Terms & Conditions

- Subject to availability at time of booking and broadcast/live date.
- Limited packages available.
- Packages cannot be flighted after end September 2020.
- Mediamark holds the right to withdraw the offer once the limit of available packages have been reached.
- This is a fixed combination package offer and cannot be altered.
- East Coast Radio digital audio is inclusive of East Coast Gold and will be used at Mediamark's discretion.
- One free scripting and production of a radio ad is available per agency, on condition you book this package.
- Should you qualify for free scripting and production, the station will provide a suitable voice over artist. Should you want a different Voice Over artist, this will come at an additional cost.
- All rates are based on a 30 second commercial.
- All standard Mediamark Terms and Conditions apply, for full Terms and Conditions refer to:
<https://www.mediamark.co.za/terms-conditions/>
- E&OE.
- Should inventory not be available, Mediamark will place alternative spots to the same value.
- Existing campaigns booked cannot be converted.
- Offer excludes VAT at 15%.