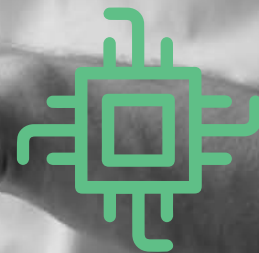






Ensure Your Brand Stands Out With Attention Grabbing Buys Presenter Live Reads



PRESENTER LIVE READS PACKAGES

Use the power and persuasion of much loved station personalities to stand out:
30" advertisements, read out by the presenter live on air.

Station	Investment	PLATINUM			PREMIUM			PRICE WIZE			WEEKEND		
		Once PER SHOW all dayparts Monday to Friday 4 Reports			Once PER SHOW AM & PM Drive Monday to Friday 2 Reports			Once PER SHOW Day Time Channels (excl. AM & PM Drive) Monday to Friday 2 Reports			Once PER SHOW Saturday and Sunday* 4 Reports		
	Duration Saving	1 DAY	1 WEEK	2 WEEKS	1 DAY	1 WEEK	2 WEEKS	1 DAY	1 WEEK	2 WEEKS	1 W/END	2 W/END	3 W/END
 East Coast Radio KPN's NO.1 HIT MUSIC STATION	No. of spots	4	20	40	2	10	20	2	10	20	4	8	12
	Investment	R34 661	R144 420	R202 188	R23 558	R98 160	R137 424	R11 102	R46 260	R64 764	R9 389	R15 648	R18 778
	Value	R57 768	R288 840	R577 680	R39 264	R196 320	R392 640	R18 504	R92 520	R185 040	R15 648	R31 296	R46 944
	Cost Per Spot	R8 665	R7 221	R5 055	R11 779	R9 816	R6 871	R5 551	R4 626	R3 238	R2 347	R1 956	R1 565
 94.2 Jacaranda FM	No. of spots	4	20	40	2	10	20	2	10	20	4	8	12
	Investment	R45 374	R189 060	R264 684	R28 987	R120 780	R169 092	R16 387	R68 280	R95 592	R12 456	R20 760	R24 912
	Value	R75 624	R378 120	R756 240	R48 312	R241 560	R483 120	R27 312	R136 560	R273 120	R20 760	R41 520	R62 280
	Cost Per Spot	R11 344	R9 453	R6 617	R14 494	R12 078	R8 455	R8 194	R6 828	R4 780	R3 114	R2 595	R2 076
 KAYA 95.9	No. of spots	4	20	40	2	10	20	2	10	20	4	8	12
	Investment	R34 142	R142 260	R199 164	R23 112	R96 300	R134 820	R11 030	R45 960	R64 344	R18 403	R30 672	R36 806
	Value	R56 904	R284 520	R569 040	R38 520	R192 600	R385 200	R18 384	R91 920	R183 840	R30 672	R61 344	R92 016
	Cost Per Spot	R8 536	R7 113	R4 979	R11 556	R9 630	R6 741	R5 515	R4 596	R3 217	R4 601	R3 834	R3 067
 smile 90.4	No. of spots	4	20	40	2	10	20	2	10	20	4	8	12
	Investment	R12 403	R51 680	R72 352	R7 085	R29 520	R41 328	R5 318	R22 160	R31 024	R6 221	R10 368	R12 442
	Value	R20 672	R103 360	R206 720	R11 808	R59 040	R118 080	R8 864	R44 320	R88 640	R10 368	R20 736	R31 104
	Cost Per Spot	R3 101	R2 584	R1 809	R3 542	R2 952	R2 066	R2 659	R2 216	R1 551	R1 555	R1 296	R1 037

Weekend show times vary per station and can be requested from your Account Manager

Note - Packages are subject to availability at time of booking. Limited packages are available based on inventory availability.

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CONVERSION TABLES:

Rates are based on a 30 second commercial, for alternate durations and loadings, please refer to the conversion tables below

Duration	5"	10"	15"	20"	25"	30"	35"	40"	45"	50"	55"	60"
Multiply by	0.5	0.6	0.7	0.8	0.9	1.0	1.17	1.33	1.5	1.67	1.83	2.0

Durations over 50" to be approved by Stations prior to booking and broadcast.