



FLAMING POWERSPOTS

ONE DAY, HIGH IMPACT
"DEAL SHOWCASE"



THE FLAMING POWERSPOT

- In order to showcase your hottest black Friday deals, The Flaming Powerspot has been designed to use the influence of our presenters' with their audiences.
- The presenter will highlight the client's offering/s as part of the content of the show in a personalised and authentic manner.
- The Flaming Powerspot includes supporting generics and live reads on the same day.
- The radio stations will use their social media pages to further boost awareness of the client's promotion.

ELEMENTS

Generics

8 spots, 2 in each time channel from 6am to 6pm

Powerspot

1 in the chosen time channel

Facebook

2 posts for the day



COST ESTIMATES

	SHOW	INVESTMENT	VALUE
East Coast Radio	6am – 9am	R125 000	R140 000
	9am – 12pm	R96 000	R110 000
	12pm – 3pm	R96 000	R110 000
	3pm – 7pm	R102 000	R118 000
Jacaranda FM	6am – 9am	R150 000	R170 000
	9am – 12pm	R122 000	R140 000
	12pm – 3pm	R122 000	R140 000
	3pm – 7pm	R130 000	R150 000

	SHOW	INVESTMENT	VALUE
Kaya 959	6am – 9am	R130 000	R140 000
	9am – 12pm	R96 500	R107 000
	12pm – 3pm	R98 000	R108 000
	3pm – 7pm	R96 000	R115 000
Smile 90.4FM	6am – 9am	R45 000	R50 000
	9am – 12pm	R40 000	R45 000
	12pm – 3pm	R40 000	R45 000
	3pm – 7pm	R41 000	R47 000

TERMS & CONDITIONS

- The content of this proposal is proprietary and confidential information of Mediamark. It is not intended to be distributed to any third party without the written consent of Mediamark. Any usage of the content may incur a fee; please contact Mediamark for details.
- Subject to availability at time of booking and broadcast/live date.
- Limited packages available.
- Client material/ elements to be sent to Mediamark at least two weeks (14 days) prior to the commencement of the campaign.
- Mediamark holds the right to withdraw the offer once the limit of available packages have been reached.
- All radio rates are based on a 30 second commercial.
- All standard Mediamark terms and conditions are applicable. For full terms and conditions refer to the individual rate cards on www.mediamark.co.za.
- Offer excludes VAT at 15%.
- E&OE.



Mediamark THANK YOU!

Do you have any questions?
www.mediamark.co.za



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