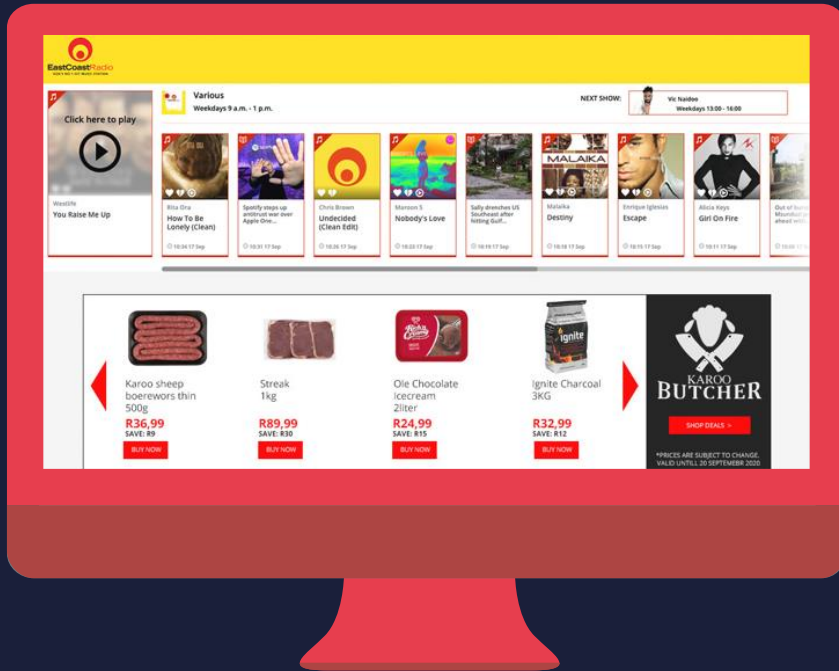


Mediamark  
**SHOPPABLE  
BANNERS**

# INTRIGUE AND VISUAL TEASING

“Ads typically hit the highlights of an offering, but another way to boost effectiveness is to leave the listener a bit curious”





## THE BASIC IDEA

Digital Audio Advertising is when Internet radio and live streaming digital radio play "sponsored" messages that advertise products and services to consumers while they listen to the radio via live streaming (mobile and web). Combine this with shoppable banner ads so consumers can shop your product as they hear your ad.

# THE ELEMENTS

## SOCILA MEDIA

- Facebook - 2 posts
- Instagram - 2 posts

## ONLINE

- Digital Audio: Pre-Roll & Mid Rolls (15 - 30 seconds) - 100 000 impressions
- Display Banners - 100 000 impressions

# COST ESTIMATES

	Investment
East Coast Radio	R60 000
Jacaranda FM	R60 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](http://www.mediamark.co.za).
- Offer excludes VAT at 15%.
- E&OE.



# Mediamark THANK YOU!

Do you have any questions?  
[www.mediamark.co.za](http://www.mediamark.co.za)



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