

Mediamark

# BLEEPERS!!

A recorded live read with a difference, sure to catch the attention of consumers!



## 60 SECOND “BLEEPER” COMPETITION

- This recorded live read “bleeper” is designed to give clues to a chosen product on offer without revealing too much by bleeping out important phrases or words
- Listeners need to guess the “bleeped” product content by interacting via SMS or on Facebook to stand a chance to win
- Throughout the day throw forwards (on air and social media) will prompt audiences to listen out and enter
- A 30 second live read winner announcement will be made at the end of the day, in the afternoon drive time show
- Clients can buy a ONE DAY vertical package on any / all Mediamark radio brands (06H00-18H00)
- Campaign to run between Monday and Thursday of Black Friday week (25 – 28 November 2019)

# ELEMENTS

**RECORDED  
LIVE READS**

4 SPOTS

**GENERIC**

4 SPOTS

**THROW  
FORWARDS**

7 SPOTS

**DIGITAL  
AUDIO**

100 000 IMPRESSIONS

**FACEBOOK**

4 POSTS

**WINNER  
ANNOUNCEMENT**

1 SPOT



# COST ESTIMATES

	Investment	Value
<b>East Coast Radio</b>	R160 000	R250 000
<b>Jacaranda FM</b>	R190 000	R300 000
<b>Kaya 959</b>	R135 000	R210 000
<b>Smile 90.4FM</b>	R70 000	R105 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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