

Mediamark BLIPVERTS

The Blipvert is a high-impact recorded ad of no more than 5 – 10 seconds, which plays outside the ad break and is incorporated into programming.

SHORT SPOT IS THE SWEET SPOT

“Shorter spot lengths (those under 10 seconds) are nearly four-times more likely to drive lift than 60-second spots”

“The average human attention span is just eight seconds — shorter than that of a goldfish. For this simple (and short) reason, shorter radio spots can be the most effective.”



Mediamark

WHY A BLIPVERT WORKS

Stand out clout: The Blipvert sits outside the spot break and is incorporated into programming. This position gives it a better chance of standing out from other adverts.

Innovative placement: In a media world where 30" ads are par for the course, the Blipvert can offer surprising diversity to your campaign with the versatility to play lead or supporting role to your advertising campaign.

Single-minded: Radio ads are best when they're communicating a single message, and this is especially true of Blipverts.

REASONS TO USE BLIPVERTS

1. **If you want to increase frequency:** The Blipvert can be used as a tool to bump up frequency of message. This may prove especially useful when there's a single aspect of your ad or station-partnered promotion that you wish to amplify.
2. **If you have a jingle:** If your brand has a recognisable jingle or mnemonic, you can use the Blipvert to great effect with very little effort.
3. **If your name is a website:** If your brand name is your website address, the Blipvert can increase brand recall while serving as a call-to-action.

PACKAGE OPTIONS

Packages will be tailor-made to meet your communication needs but broadly there are two types of Blipvert packages available:

- **Vertical impact** – This will allow you to own the day. Blipverts can be booked for the entire day or key times can be focused upon, such as the Drivetime shows.
- **Horizontal dominance** – This will allow you to own a time slot throughout the week. Blipverts can be booked for a specific show or for a specific hour.

Over and above this, exclusivity is assured as only 3 vertical impact packages will be allowed per station per week and only 1 horizontal dominance package per show per station per week.

PACKAGE OPTIONS

VERTICAL IMPACT OWN THE DAY

Any day from Monday and Friday	
06H00-07H00	1
07H00-08H00	1
08H00-09H00	1
09H00-10H00	2
10H00-11H00	2
11H00-12H00	2
12H00-13H00	2
13H00-14H00	2
14H00-15H00	2
15H00-16H00	2
16H00-17H00	2

HORIZONTAL DOMINANCE OWN A SHOW OR HOUR FOR THE WEEK

	MON	TUES	WED	THURS	FRI
06H00-07H00					
07H00-08H00					
08H00-09H00					
09H00-10H00	2	2	2	2	2
10H00-11H00	2	2	2	2	2
11H00-12H00	2	2	2	2	2
12H00-13H00					
13H00-14H00					
14H00-15H00					
15H00-16H00					
16H00-17H00					

COST ESTIMATES

	Investment
East Coast Radio	R120 820
Jacaranda FM	R161 968
Kaya 959	R151 673
Smile 90.4FM	R46 850

- ★ Costs for Blipverts are calculated at 10 seconds and include a loading of the generic base rate
- ★ Continue to next slide for Horizontal Dominance costs

COST ESTIMATES

HORIZONTAL DOMINANCE OWN A SHOW FOR THE WEEK		
	SHOW	INVESTMENT
East Coast Radio	AM Drive	R175 770
	Workzone 1	R125 388
	Workzone 2	R124 416
	PM Drive	R178 524
Jacaranda FM	AM Drive	R211 086
	Workzone 1	R187 920
	Workzone 2	R180 792
	PM Drive	R230 040

HORIZONTAL DOMINANCE OWN A SHOW FOR THE WEEK		
	SHOW	INVESTMENT
Kaya 959	AM Drive	R201 893
	Workzone 1	R155 115
	Workzone 2	R155 115
	PM Drive	R246 240
Smile 90.4FM	AM Drive	R44 820
	Workzone 1	R59 832
	Workzone 2	R59 832
	PM Drive	R69 768

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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