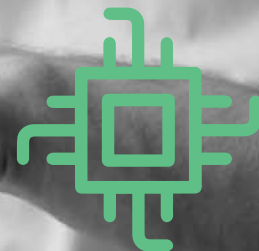






Ensure Your Brand Stands Out With Attention Grabbing Buys Anchor Reports



ANCHOR FEATURE PACKAGES

This great opportunity is an association with the station's anchor feature reports such as sport, news and traffic. Listenership during these times is heightened as these reports deliver important information aimed to help listeners navigate their day. Opening billboard plus 30" closing recorded generic spot.

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	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
	Saving	40%	50%	65%	40%	50%	65%	40%	50%	65%	40%	50%	60%
	No. of spots	4	20	40	2	10	20	2	10	20	4	8	12
	Investment	R28 162	R117 343	R164 280	R19 141	R79 755	R111 657	R9 021	R37 588	R52 623	R7 628	R12 714	R15 257
	Value	R46 937	R234 685	R469 370	R31 902	R159 510	R319 020	R15 035	R75 175	R150 350	R12 714	R25 428	R38 142
	Cost Per Spot	R7 041	R5 867	R4 107	R9 571	R7 976	R5 583	R4 511	R3 759	R2 631	R1 907	R1 589	R1 271
	No. of spots	4	20	40	2	10	20	2	10	20	4	8	12
	Investment	R36 867	R153 613	R215 058	R23 552	R98 135	R137 389	R13 315	R55 478	R77 669	R10 121	R16 868	R20 242
	Value	R61 445	R307 225	R614 450	R39 254	R196 270	R392 540	R22 191	R110 955	R221 910	R16 868	R33 736	R50 604
	Cost Per Spot	R9 217	R7 681	R5 376	R11 776	R9 814	R6 869	R6 657	R5 548	R3 883	R2 530	R2 109	R1 687
	No. of spots	4	20	40	2	10	20	2	10	20	4	8	12
	Investment	R27 741	R115 586	R161 821	R18 779	R78 244	R109 541	R8 962	R37 343	R52 280	R14 953	R24 921	R29 905
	Value	R46 235	R231 173	R462 345	R31 298	R156 488	R312 975	R14 937	R74 685	R149 370	R24 921	R49 842	R74 763
	Cost Per Spot	R6 935	R5 779	R4 046	R9 389	R7 824	R5 477	R4 481	R3 734	R2 614	R3 738	R3 115	R2 492
	No. of spots	4	20	40	2	10	20	2	10	20	4	8	12
	Investment	R10 078	R41 990	R58 786	R5 756	R23 985	R33 579	R4 321	R18 005	R25 207	R5 054	R8 424	R10 109
	Value	R16 796	R83 980	R167 960	R9 594	R47 970	R95 940	R7 202	R36 010	R72 020	R8 424	R16 848	R25 272
	Cost Per Spot	R2 519	R2 100	R1 470	R2 878	R2 399	R1 679	R2 161	R1 801	R1 260	R1 264	R1 053	R842

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.