

Covid-19 *ideas*

Doing your bit for the nation

Mediamark, in conjunction with our radio stations, want to give valued advertisers a platform during the worldwide pandemic to inform listeners on what you are doing for our nation.

If you have an initiative you want to share, something that will aid people during this time, or if you are contributing to fighting the virus and the consequences thereof, we will give you a platform to do so at a huge discount.

Spread the word... not the virus!

The Mechanics

You can now buy 30s LIVE READS on East Coast Radio, Jacaranda FM, Kaya FM or Smile 90.4FM with

- No loading
- Pref spot in the break without any loading

Mediamark will help script your live reads if required at no additional cost.

Elements

- 30s live reads at no loading fee and either first or last in the ad-break (pref).
- All scripts to be approved by the relevant station.
- Max of 2 live reads per hour.

Costs

Station	Duration	Value	Investment
East Coast Radio	1 Week	R 550,350	R 220,140
Jacaranda FM	1 Week	R 720,300	R 288,120
Kaya FM	1 Week	R 513,600	R 205,440
Smile 90.4FM	1 Week	R 193,800	R 116,280

**Estimates include hard costs and exclude VAT