



THE MEDIAMARK TRI-FACTOR DEALS

We live in uncertain times where factors are changing at the speed of light. But you can rely on the Mediamark Tri-Factor deals to bring you some relief:

- ▶ A minimum 1/3 off the price
- ▶ A maximum 3 packages per month per advertiser per station
- ▶ Buy 3+ packages we'll increase your discount up to 45%!

Factor in the savings and tri not to miss this brilliant deal

Flighting is valid until 30 June 2020

Packages are limited and subject to inventory availability





Timebands	Mon	Tues	Wed	Thurs	Fri
05:00-06:00					
06:00-09:00	1		1	1	1
09:00-12:00	1	1	2	1	1
12:00-15:00		1		1	1
15:00-17:00	1		1		1
19:00-22:00	1	1	1	2	
22:00-24:00	1	3	1	2	1

# of Packages	Total Value	% Discount	Total Investment
1	R108 255	35%	R70 366
2	R108 255	40%	R64 953
3	R108 255	45%	R59 540

- ▶ Gagasi FM has an audience of over a million (1 219 000) in a week.
- ▶ Gagasi FM has over 200 000 more listeners than the closest commercial station in KZN.
- ▶ The station has 481 000 exclusive listeners in KZN, who spend on average 2hours daily tuned in.

Source: BRC RAMS January – December 2019 | Radiomax



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22:00-24:00	1	3	1	2	1

# of Packages	Total Value	% Discount	Total Investment
1	R67 140	35%	R43 641
2	R67 140	40%	R40 284
3	R67 140	45%	R36 927

- ▶ Heart FM average HHI is R17 092, higher than the average Western Cape HHI of R12 844.
- ▶ 85% of Heart FM listeners are in the Metro areas.
- ▶ The station has 387 000 exclusive listeners, higher than its competitors in the WC.

Source: BRC RAMS January – December 2019 | Radiomax

T&C's

- ▶ Flighting is valid until 30 June 2020.
- ▶ All rates are based on a 30 second commercial.
- ▶ Rates are based on the August 2019 rate card.
- ▶ Cancellation is subject to written notice being received by Mediamark within 28 days prior to broadcast, thereafter a 100% cancellation penalty will be applicable.
- ▶ Offer subject to availability at time of booking and broadcast.
- ▶ Should inventory not be available, Mediamark will place alternative spots to the same value.
- ▶ Existing campaigns booked cannot be converted.
- ▶ Offer excludes VAT at 15%.
- ▶ Cash upfront clients to supply payment, signed schedules, flightings and material by 12H30 two working days prior to broadcast to qualify for this offer.
- ▶ Tactical price offerings, promotions, non-traditional revenue packages and all packages where an existing incentive is included in the offer are excluded from this offer. Total volume booked will contribute to client's total annual spend, where applicable.
- ▶ All standard Mediamark terms and conditions are applicable. For full terms and conditions refer to the individual rate cards on www.mediamark.co.za.
- ▶ E&OE.