



Kaya FM

Value-Based Packages



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Context

- 4 packages based on different discount

	Investment Value	Exposure Value	Discount %	Discount Amount
Package 1	R53 659	R89 432	40%	R35 773
Package 2	R80 177	R145 777	45%	R65 600
Package 3	R124 931	R249 862	50%	R124 931
Package 4	R166 506	R370 014	55%	R203 508



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Kaya FM Value Based Package R53K: Spot plan & Campaign performance

Spot Plan

Daypart	Wed	Thu	Fri	Daypart	Sat	Daypart	Sun
09:00-12:00	1	1	1	09:00-11:00	1	06:00-10:00	1
12:00-15:00	1	1	1	11:00-14:00	1	10:00-14:00	1
15:00-18:00	1	1	1			14:00-18:00	1
19:00-21:00	1	1					
18:00-21:00			1				

Package Performance

Weekly Station Summary	30" CPT	Impact '000s	Reach '000s	Reach	Av.Freq.	Spots	rate card cost	Discounted Cost (40%)
				%				
Kaya FM 95.9	53	1 004	457	4.4	2.20	17	89 432	53 659

SUMMARY

- 5 day package (Wed -Sun).
- Entry level price point of R53K.
- Discount Value of R35K (40%)
- Estimated reach 457 000.
- CPT delivery of R53 discounted price.

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Kaya FM Value Based Package R80K: Spot plan & Campaign performance

Spot Plan

Spots by Daypart	Mon	Tue	Wed	Thu	Fri	Spots by Daypart	Sat		Sun
05:00-06:00			1	1	1	05:00-06:00	1	06:00-10:00	1
06:00-09:00		1			1	06:00-09:00	1	10:00-14:00	2
09:00-12:00	1	1	1	1	1	11:00-14:00	1	14:00-18:00	1
12:00-15:00	1	1	1	1	1	14:00-18:00	1	18:00-22:00	1
18:00-19:00	1								
19:00-21:00		1	1	2					

Package Performance

Weekly Station Summary	30" CPT	Impacts '000s	Reach '000s	Reach	Av.Freq.	Spots	rate card cost	Discounted Cost (45%)
				%				
Kaya FM 95.9	47	1 710	622	6.0	2.75	29	145 777	80 177

SUMMARY

- 7 day package (Mon -Sun).
- Spots placed across the day minimal drive time spots.
- Key focus on the mid morning and afternoon shows.
- Price point of R80K.
- Discount Value of R65K (45%)
- Estimated reach 622 000.
- CPT delivery of R47 discounted price.



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Kaya FM Value Based Package R124K: Spot plan & Campaign performance

Spot Plan

Spots by Daypart	Mon	Tue	Wed	Thu	Fri	Spots by Daypart	Sat		Sun
05:00-06:00	1	1	1		1	06:00-09:00	1	06:00-10:00	1
06:00-09:00	1	1	1	1	1	09:00-11:00	1	10:00-14:00	1
09:00-12:00	1	1	1	1		11:00-14:00	1	14:00-18:00	1
12:00-15:00	1	1	1	1	1				
15:00-18:00	1	1	1	1	1				
18:00-19:00	1	1	1	1					
19:00-21:00	1	1	2	1					
18:00-21:00					1				

Package Performance

Weekly Station Summary	30" CPT	Impacts '000s	Reach '000s	Reach	Av.Freq.	Spots	rate card cost	Discounted Cost (50%)
				%				
Kaya FM 95.9	55	2 290	647	6.2	3.54	39	249 862	124 931

SUMMARY

- 7 day package (Mon -Sun).
- Spots placed across the day, Heavy on both morning drive and afternoon drive.
- Price point of R124K.
- Discount Value of R124K (50%)
- Estimated reach 647 000.
- CPT delivery of R55 discounted price.



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Kaya FM Value Based Package R166K: Spot plan & Campaign performance

Spot Plan

Spots by Daypart	Mon	Tue	Wed	Thu	Fri	Spots by Daypart	Sat	Spots by Daypart	Sun
05:00-06:00	2	1	1	1	2	05:00-06:00	2	05:00-06:00	2
06:00-09:00	1	1	1	2	1	06:00-09:00	1	06:00-10:00	2
09:00-12:00	1	1	2	1	1	09:00-11:00	1	10:00-14:00	2
12:00-15:00	1	1	1	2	2	11:00-14:00	1	14:00-18:00	1
15:00-18:00	2	2	2	2	2	14:00-18:00	2		
18:00-19:00	1	1	1	1		18:00-22:00	2		
18:00-21:00					1				
19:00-21:00	1	1	2						
18:00-21:00					1				

Package Performance

Weekly Station Summary	30" CPT	Impacts 000s	Reach '000s	Reach %	Av.Freq.	Spots	rate card cost	Discounted Cost (55%)
Kaya FM 95.9	48	3 448	701	6.7	4.91	62	370 014	166 506

SUMMARY

- 7 day package (Mon -Sun).
- Spots placed across the day, Heavy on both morning drive and afternoon drive.
- Heavy weekend spots as audience is consistent throughout Saturday and Sunday.
- Price point of R166K.
- Discount Value of R203K (55%)
- High reach @ 701 000 audience delivery.
- CPT delivery of R48 discounted price.



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T&C's

- Flighting is valid until 30 September 2020.
- All rates are based on a 30 second commercial.
- Rates are based on the July 2020 rate card.
- 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.
- Standard cancellation clause notes a 28 day cancellation notice period.
- 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.



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Digital Elements

PLATFORM	ELEMENT	DURATION	COST
Kaya TV	30" TVC	1 Week	R3 000
Kaya App	ROS Banners	1 Week	R3 000
Social Media	X2 FB posts	1 Week	R4 000

Kaya TV Growth

YouTube (lifetime)

- 2.2 K new subscribers
- 744.8 K views
- 5.3 M impressions
- 56.2 K hours watched
- 172.2 K unique views

Social Media Kaya FM

- 297 K followers Facebook + by 1K
- 662.1 K followers Twitter + by 900

Social Media Kaya TV Facebook

- 60 K followers + by 4K
- 990.8 K minutes viewed
- 176.1 K 1 minute video views
- 351 K 3 second video views
- 11.9 K engagement
- 4.4 K K net followers

Kaya TV.co.za (Google Analytics)

- Users – 10,669
- New users – 7,105
- Sessions – 26,119
- Pageviews – 66,196

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Kaya FM App Stats

APRIL 2020

Downloads	Product Page Views	Impressions	Daily User engagement	Bounce Rate
2646 - iOS	1425	11716	2m5s	40%
8909 - Android	4845	39834	7m11s	40%

MAY 2020

Downloads	Product Page Views	Impressions	Daily User engagement	Bounce Rate
2976 - iOS	1425	14151	2m7s	40%
9510 - Android	4845	48113	9m42s	40%

JUNE 2020

Downloads	Product Page Views	Impressions	Daily User engagement	Bounce Rate
3173 - iOS	1747	15882	2m0s	39%
10290 - Android	4845	48113	9m10s	37%



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THANK YOU!

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