

 **WORKING THE**
NIGHT SHIFT

Night Shift Package

Weekdays 19/20:00 – 06:00

The economically active world is awake 24hrs and the Night Shift Package is tailored to tap into consumers tuned in for companionship between 19:00 and 06:00.

At this time you will reach night shift workers, in healthcare, emergency services, security and call centers. You will catch the night owls, weekday party goers and the insomniacs.

Your Value & Performance

SPOT PLAN

SPOT PLAN

	MON	TUE	WED	THU	FRI	SAT	SUN
00:01 - 04:00	2	2	2	2	2		
04:00 - 06:00	2	2	2	2	2		
06:00 - 09:00							
09:00 - 12:00							
12:00 - 15:00							
15:00 - 19:00							
19:00 - 22:00	2	2	2	2	2		
22:00 - 23:59	2	2	2	2	2		

* Talk Station schedule starts from 20:00 weekdays

TERMS & CONDITIONS

- Primedia Broadcasting reserves the right amend or remove this offer from market at any time.
- No more than 24 weeks can be purchased by a single brand over a 12 month period.

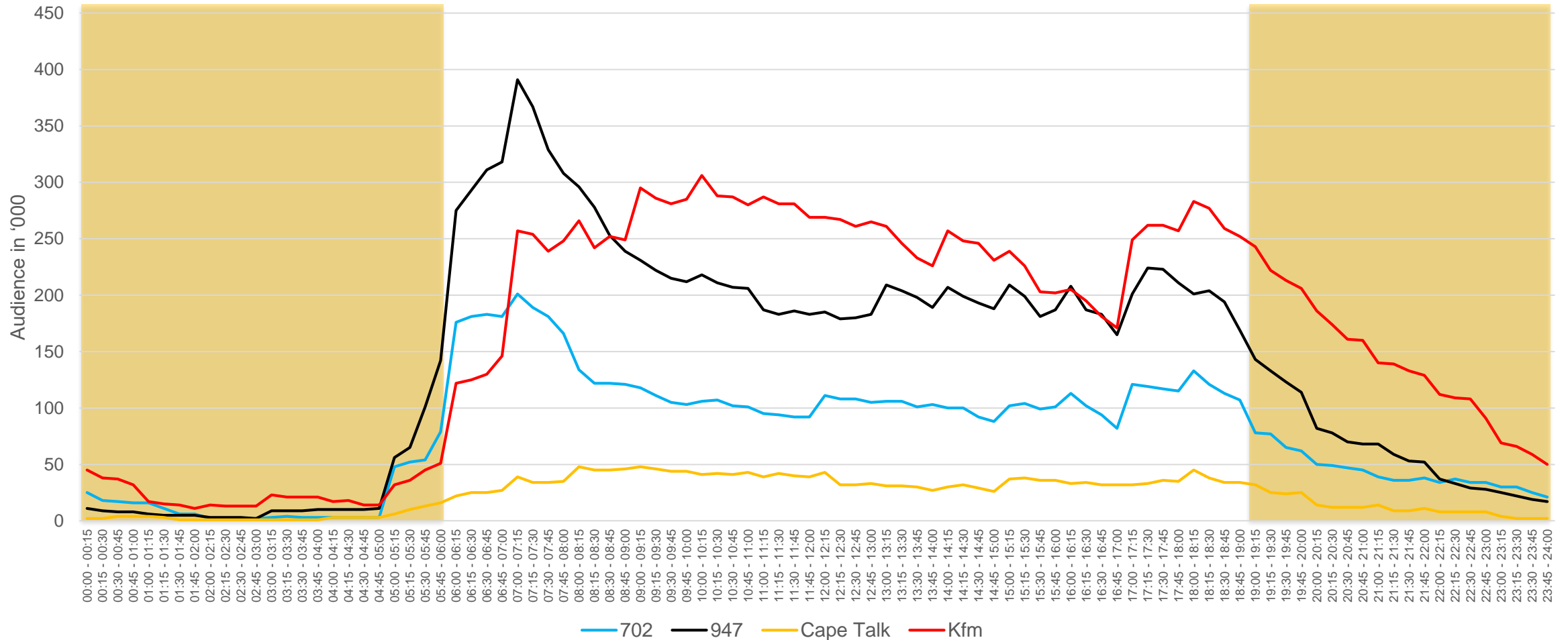
PERFORMANCE

1 Week : Mon - Sun	947	702	Kfm	Cape Talk
Discount	50%	50%	55%	55%
No. Weeks	1	1	1	1
No. Spots	40	40	40	40
Reach '000	149	80	317	9
Reach %	2%	1%	4%	0%
Ave. Frequency	2.0	3.3	2.9	6.1
Ratings	3.60	3.20	11.10	0.60
Media Value	R74,970	R45,490	R45,940	R10,840
Investment	R37,485	R22,745	R20,673	R4,878
Saving	R37,485	R22,745	R25,267	R5,962
CPP	R10,413	R7,108	R1,862	R8,130
CPT	R252	R284	R65	R542

Market: GP/WC , Age 25-54, LSM 7-10.

Quarter Hour Listening

Mon-Fri 19/20:00 – 06:00



Source : BRC RAMS, Oct 2016 – Mar 2017



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Night Shift



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