Radio to Road

Primedia Broadcasting and Primedia Outdoor come together to give you another first-to-market innovation.
Introducing another first-to-market innovation from Primedia.

Radio to Road is a powerful omni-channel solution that enables audio and visual channel synchronicity and falls under the Responsive Radio bouquet.
Imagine driving in your car whilst listening to 947, 702, Kfm or CapeTalk.

An advert comes on air for one of your favorite brands and immediately you see an accompanying advert on the digital billboard in front of you. Wow! Coincidental!?

Yes – It is now possible to enhance the impact of your communication by delivering both an audio and visual advert for the same campaign, at the same time.
Radio adverts broadcast on any of our radio stations trigger a signal received by Primedia Outdoor’s digital network, and simultaneously delivers a visual advert synchronized with the radio spot.
I’m ready to book, what now?

1. Contact your Primedia Broadcasting or Outdoor AE to check availability.

2. Plan your normal radio spot plan, or ask one of our planners to build an optimised plan for you.

3. For JHB stations 947 and 702, load your radio schedule by 30%. When running a campaign in Cape Town, on station Kfm or CapeTalk, load your spot plan by 12%.

4. Clearly mark your radio plan and booking instruction to Primedia Broadcasting with the words, “Radio to Road”.

It's as simple as that.
Select any Primedia Broadcasting station and accompany it with the **LED network** located along **Main Arterials** in the **Central Metropoles** of Johannesburg; Pretoria and Cape Town.
<table>
<thead>
<tr>
<th>Audience Reach:</th>
<th>175,542</th>
</tr>
</thead>
<tbody>
<tr>
<td>Audience Impacts:</td>
<td>1,332,702</td>
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</tbody>
</table>

Source: ROAD 2015C National Adults 4 weeks
*No alcohol allowed to be advertised*
William Nicol Dr / Sandton Dr towards Hurlingham / Bryanston

DN02

**Audience Reach:** 137,619

**Audience Impacts:** 713,721

Source: ROAD 2015C, National Adults (4 weeks)

*No alcohol allowed to be advertised*
<table>
<thead>
<tr>
<th>Audience Reach:</th>
<th>47,460</th>
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<tbody>
<tr>
<td>Audience Impacts:</td>
<td>363,407</td>
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</tbody>
</table>

Source: ROAD 2015C, National Adults (4 weeks)
*No alcohol allowed to be advertised*
William Nicol Dr / Ballyclare Rd towards Sandton

DN04

| Audience Reach: | 170,608 |
| Audience Impacts: | 1,151,380 |

Source: ROAD 2015C, National Adults (4 weeks)
*No alcohol allowed to be advertised
Sandton Dr / Alice Ln towards Rosebank / Wierda Valley

DN05

<table>
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<th>Audience Reach:</th>
<th>54,079</th>
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<td>Audience Impacts:</td>
<td>242,510</td>
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Source: ROAD 2015C, National Adults (4 weeks)

*No alcohol allowed to be advertised*
<table>
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<th>Audience Reach:</th>
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<tbody>
<tr>
<td>Audience Impacts:</td>
<td>763,460</td>
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</tbody>
</table>

*No alcohol allowed to be advertised*

Source: ROAD 2015C, National Adults (4 weeks)
Pretoria
Brooklyn, Jan Shoba Street

DN09

Audience Reach: 52,591
Audience Impacts: 334,934

Source: ROAD 2015Q, National Adults (4 weeks)
*No alcohol allowed to be advertised
Johannesburg
Paulshof, Witkoppen Road

**DN011**

| Audience Reach: | 82,292 |
| Audience Impacts: | 572,279 |

*No alcohol allowed to be advertised*

Source: ROAD 2015C, National Adults (4 weeks)
Cape Town CBD, Mill Street from De Waal Drive

DN07

| Audience Reach: | 171,979 |
| Audience Impacts: | 2,055,066 |

Source: ROAD 2015C, National Adults (4 weeks)
*No alcohol allowed to be advertised*
Go to our website, where you will find:

- Audience profiles
- Footprints
- Case studies
- and more…

www.primediabroadcasting.co.za