

# Off-peak Alcohol Package

November 2017

# Off-peak Alcohol Package

Reduce the bumpiness during off-peak times with this great awareness package, designed to drive feet in stores.

Leverage the Alcohol package designed around the ARA restrictions.

Available over the 2nd, 3rd week of every month excluding peak period and between 1 - 30 November.

# Your Value & Performance

## WEDNESDAY – SATURDAY

### SPOT PLAN

	MON	TUE	WED	THU	FRI	SAT	SUN
00:01 - 04:00							
04:00 - 06:00							
06:00 - 09:00							
09:00 - 12:00					1		
12:00 - 15:00			1	1	2	2	
15:00 - 19:00			2	2	2	4	
19:00 - 22:00			2	2	2		
22:00 - 23:59							

*ARA Restrictions; weekdays no advertising 6am - 9am, 2pm – 5pm and weekends no advertising between 8am - 12pm.*

### 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.
- Applicable over the 2<sup>nd</sup>, 3<sup>rd</sup> week of every month excluding peak period and between 1 - 30 November.

### PERFORMANCE

1 Week : Wed - Sat	947	702	Kfm	Cape Talk
<b>Discount</b>	<b>40%</b>	<b>45%</b>	<b>50%</b>	<b>50%</b>
No. Weeks	1	1	1	1
No. Spots	23	23	23	23
Reach '000	360	174	328	53
Reach %	4.0%	2.0%	3.7%	0.6%
Ave. Frequency	2.5	2.7	3.7	4.0
Ratings	10.10	5.20	13.60	2.40
Media Value	R137,553	R86,186	R101,265	R30,572
<b>Investment</b>	<b>R82,531.80</b>	<b>R47,402</b>	<b>R50,633</b>	<b>R15,286</b>
<b>Saving</b>	<b>R55,021</b>	<b>R38,784</b>	<b>R50,633</b>	<b>R15,286</b>
CPP	R8,171	R9,116	R3,723	R6,369
CPT	R229	R272	R154	R288

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

# Your Value & Performance

## THURSDAY – SATURDAY

### SPOT PLAN

	MON	TUE	WED	THU	FRI	SAT	SUN
00:01 - 04:00							
04:00 - 06:00							
06:00 - 09:00							
09:00 - 12:00					1		
12:00 - 15:00				1	2	2	
15:00 - 19:00				2	2	4	
19:00 - 22:00				2	2		
22:00 - 23:59							

*ARA Restrictions; weekdays no advertising 6am - 9am, 2pm – 5pm and weekends no advertising between 8am - 12pm.*

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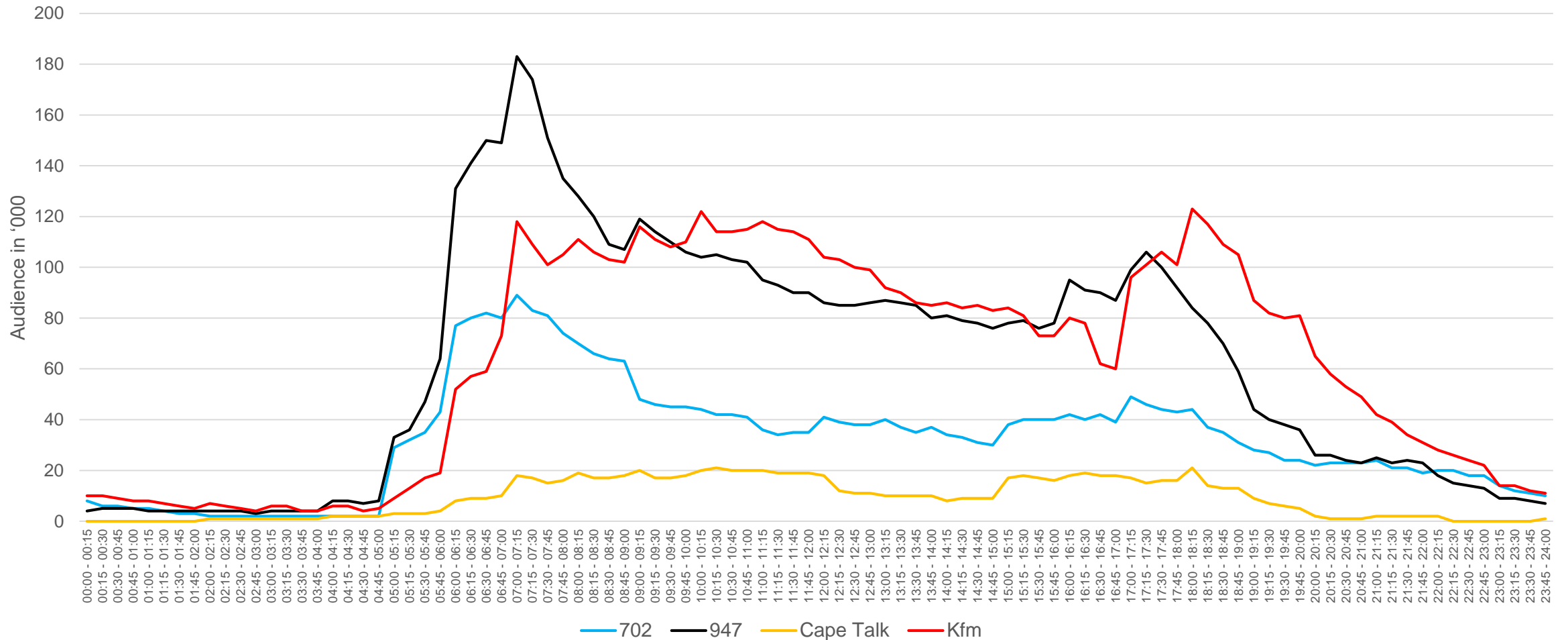
### PERFORMANCE

1 Week : Thu - Sat	947	702	Kfm	Cape Talk
<b>Discount</b>	<b>40%</b>	<b>45%</b>	<b>50%</b>	<b>50%</b>
No. Weeks	1	1	1	1
No. Spots	18	18	18	18
Reach '000	326	166	302	53
Reach %	3.7%	1.9%	4.3%	0.6%
Ave. Frequency	2.2	2.2	3.1	3.3
Ratings	8.00	4.20	10.60	2.00
Media Value	R104,931	R66,365	R77,696	R23,352
<b>Investment</b>	<b>R62,958.60</b>	<b>R36,501</b>	<b>R38,848</b>	<b>R11,676</b>
<b>Saving</b>	<b>R41,972</b>	<b>R29,864</b>	<b>R38,848</b>	<b>R11,676</b>
CPP	R7,870	R8,691	R3,665	R5,838
CPT	R193	R220	R129	R220

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

# Quarter Hour Listening

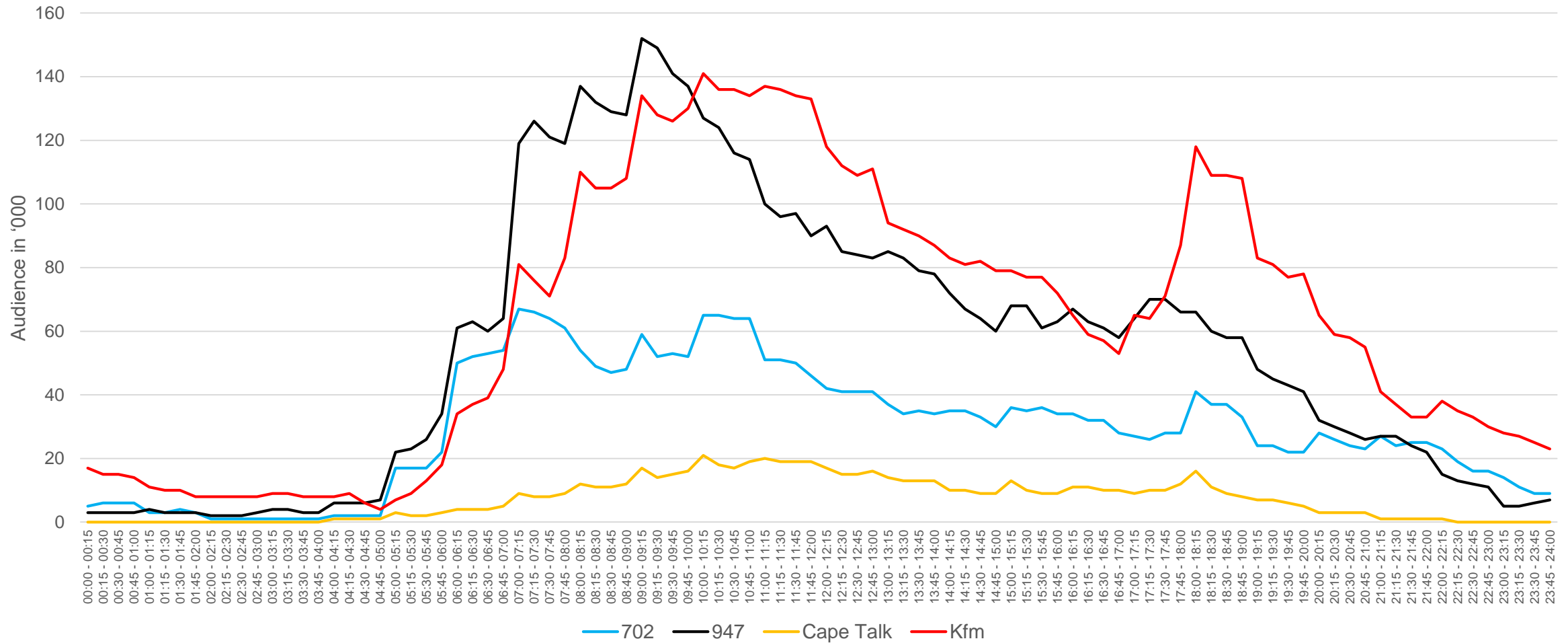
Weekday Listening Pattern : Mon-Fri



Source : BRC RAMS, Jan 2017- Jun 2017

# Quarter Hour Listening

Weekend Listening Pattern : Sat-Sun



Source : BRC RAMS, Jan 2017- Jun 2017

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