



METRIPLEX®
PHARMACY MEDIA

NATIONAL RATES FOR ADVERTISING

DURATION	10 Seconds	6 Seconds	5 Seconds	4 Seconds	3 Seconds
PRICE (excl VAT)	R31,500-00	R18,900-00	R15,800-00	R12,600-00	R9,500-00
Recommended duration for maximum impact & frequency		Short duration, price-based commercials			

Minimum contractual period = 3 x Months*
Number of exposures per hour = 3
per day = 24 (average)**
per week = 144 (average)**
per month = 576 (average)**
3 Months = 1,728 (average)**
per single pharmacy

Number of spots per per month nationally across 500 + pharmacies

= 288,000

Each commercial costs less than 11 cents - based on 10 second spots

MPM REACHES 5+ MILLION PEOPLE EACH MONTH
reaching the largest captive audience in SA - bigger than YOU & HUISGENOOT & DSTV

* Bookings of a contractual duration shorter than 3 months will incur a surcharge

Special Discounts on 10 second duration commercials

6 month contract = 10% Discount

12 month contract = 20% Discount

** It is important to note that many of the 500+ National stores operate after hours with some operating 7 days per week. This factor has not been included in the total average of flightings