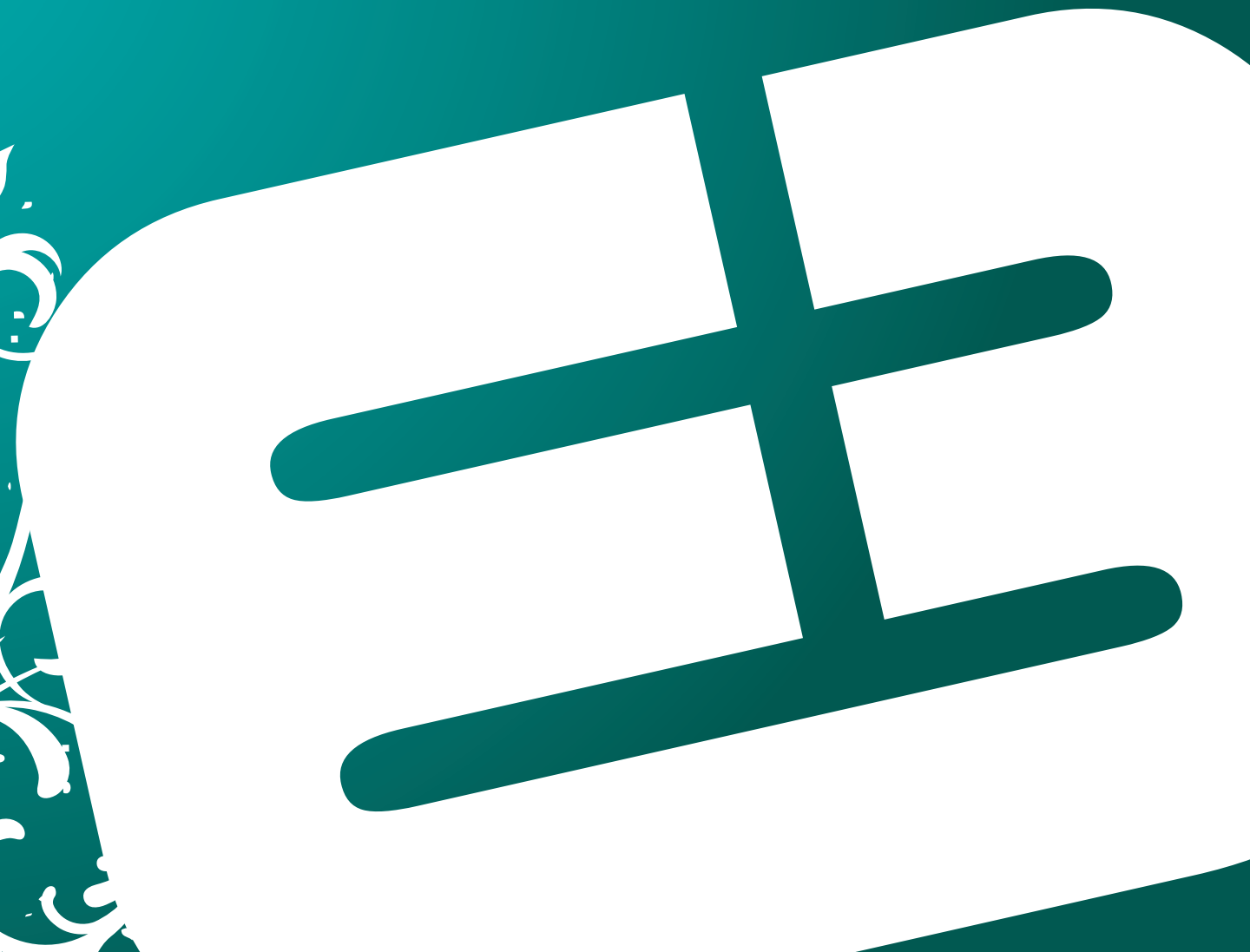




# The Saudi Wave



# VIRTUES OF RADIO ADVERTISING

**HIGH  
LISTENERSHIP**

**ENGAGEMENT  
PLATFORM**

**BEST SUPPORT TO  
THE MEDIA MIX**

**COST  
EFFICIENT**

**ON AIR**



**YOUR MESSAGE**  
**ON RADIO WILL**  
**REACH YOUR KEY TARGET**  
**AT RELEVANT TIME**  
**AND PLACE AT A FAIRLY**  
**LOW ADVERTISING COST**



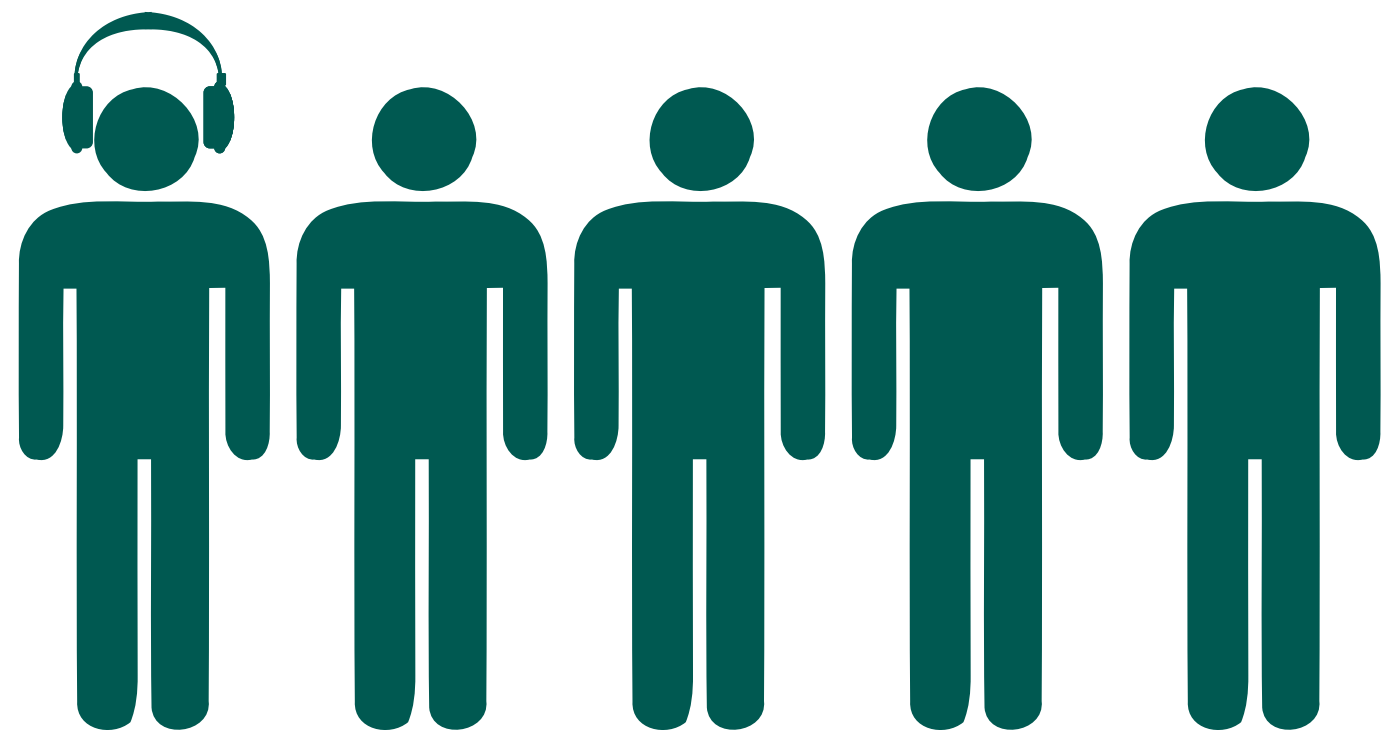




# RADIO ENJOYS IMPRESSIVE LISTENERSHIP

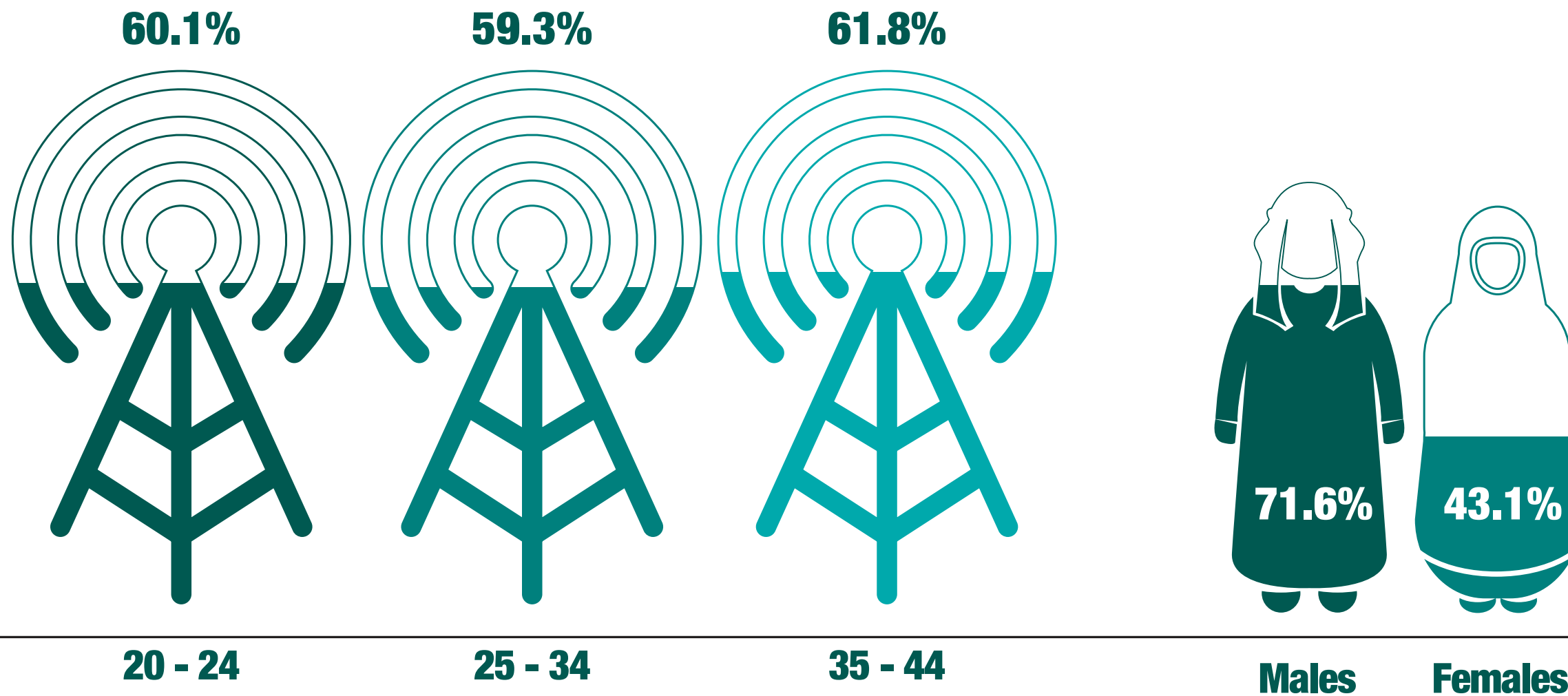


**60%**



**OF ALL SAUDIS  
LISTEN TO FM  
RADIO ON  
DAILY BASIS**

# LISTENERSHIP PROFILE



**AGE**

**GENDER**





# RADIO ENJOYS IMPRESSIVE LISTENERSHIP

## MALES DOMINATE RADIO LISTENERSHIP WITH %72



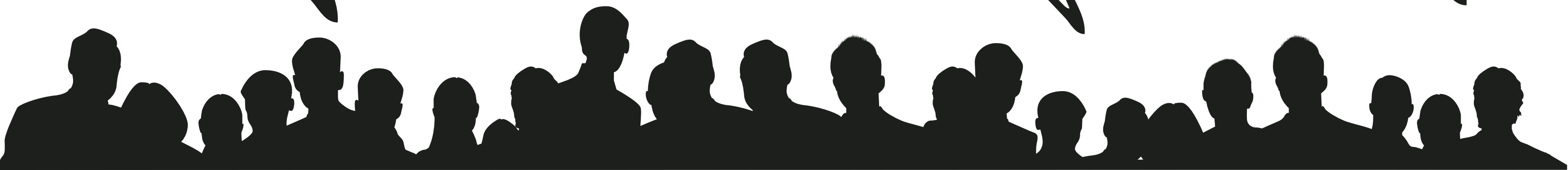
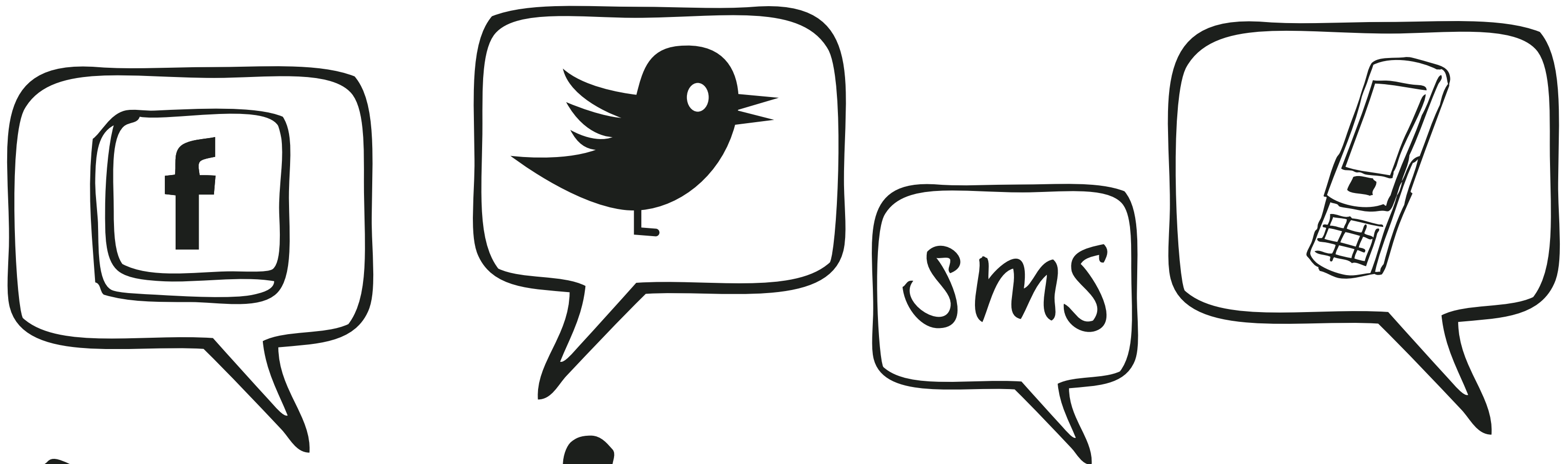
**MOST LISTEN TO RADIO IN CAR BETWEEN  
6:00 TO 9:00, 17:00 TO 19:00 AND 20:00 TO 22:00**

(THESE ARE TYPICAL DRIVE TIMES TO/FROM WORK/UNIVERSITY, SHOPPING)

# RADIO IS A GREAT ENGAGEMENT PLATFORM

## ALMOST ALL RADIO SHOWS ARE LIVE

LISTENERS CAN CALL AND COMMENT ON A PROGRAM WHILE IT IS STILL IN PROGRESS; THEY CAN INTERACT THROUGH PHONE CALLS, SMS, TWITTER, FACEBOOK & ALL SOCIAL MEDIA PAGES





# RADIO

# LIVE

# COVERAGE & PRESENCE IN FIELD

LISTENERS CAN FEEL & INTERACT WITH THE MOOD AND THE AMBIANCE OF THE EVENT:

EVENTS / OPENING OF A NEW SHOP  
PRODUCT SAMPLING  
ACTIVATION

## RADIO IS A GREAT INTEGRATION PLATFORM

RJ MENTIONS ARE VERY EFFECTIVE AND EASY TO TRANSMIT IMMEDIATE INFORMATION

(EX. NEW LAUNCHING OF FANTA: DESCRIPTION OF THE CAN, FLAVOR, ETC...AND THE PRESENTER ENDORSING THE PRODUCT)





# OUR SPEAKERS



**MOHAMMED MOUSSA**  
**@MOHAMMED14484**  
**67,400 FOLLOWERS**



**TRAD SINDI**  
**@TERADSINDI**  
**133,000 FOLLOWERS**



**ABDEL BARABAA**  
**@ABDELBARABA**  
**25,900 FOLLOWERS**



**AMINA ALABDULLAH**  
**@A3M4E**  
**24,300 FOLLOWERS**



**NOHA SAADI**  
**@NOHASAADI**  
**26,100 FOLLOWERS**



**FIRAS YAGHMOUR**  
**@F3R4S**  
**24,900 FOLLOWERS**



**SULTAN ABDEL MOHSEN**  
**@SULTANABDMOHSEN**  
**36,800 FOLLOWERS**



**CAPTAIN REEMA**  
**@REEMA\_ABDALLA**  
**52,200 FOLLOWERS**



**SULTAN AL GANB**  
**@SULTANGANB**  
**7,869 FOLLOWERS**



**HANA ALALWANI**  
**@ALALWANI**  
**74,815 FOLLOWERS**



**FAISAL ALSAIKHAN**  
**@F\_ALSAIKHAN**  
**11,200 FOLLOWERS**



**SUHA ALNAJJAR**  
**@6SUA**  
**4,831 FOLLOWERS**



**SAHAR ABDULLAH**  
**@S7R\_AB**  
**11,100 FOLLOWERS**

**RADIO  
SUPPORTS  
NEWSPAPER**



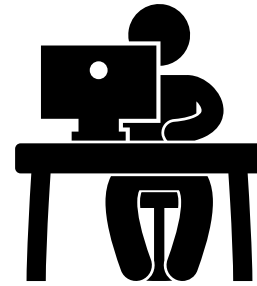
**PEOPLE  
WAKE UP  
AND READ  
THE  
NEWSPAPER**

**RADIO  
SUPPORTS  
OUTDOOR**



**THEN THEY  
HEAD FOR  
THEIR CARS**

**NEWSPAPER  
AGAIN**



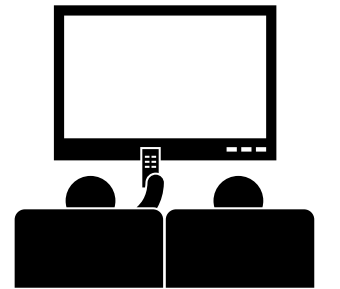
**ARRIVE AT  
THEIR  
DESTINATION  
WORK OR  
SCHOOL**

**OUTDOOR  
AGAIN**



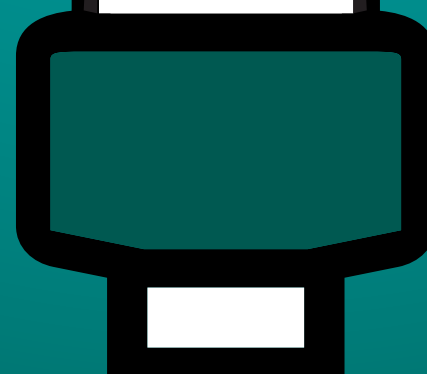
**LEAVE WORK  
IN THEIR  
CAR, PICK UP  
CHILDREN;  
LEAD HOME**

**RADIO  
SUPPORTS  
TV AND MALLS**



**ADULTS GO  
TO MALLS,  
TEENS  
CRUISE WITH  
FRIENDS**

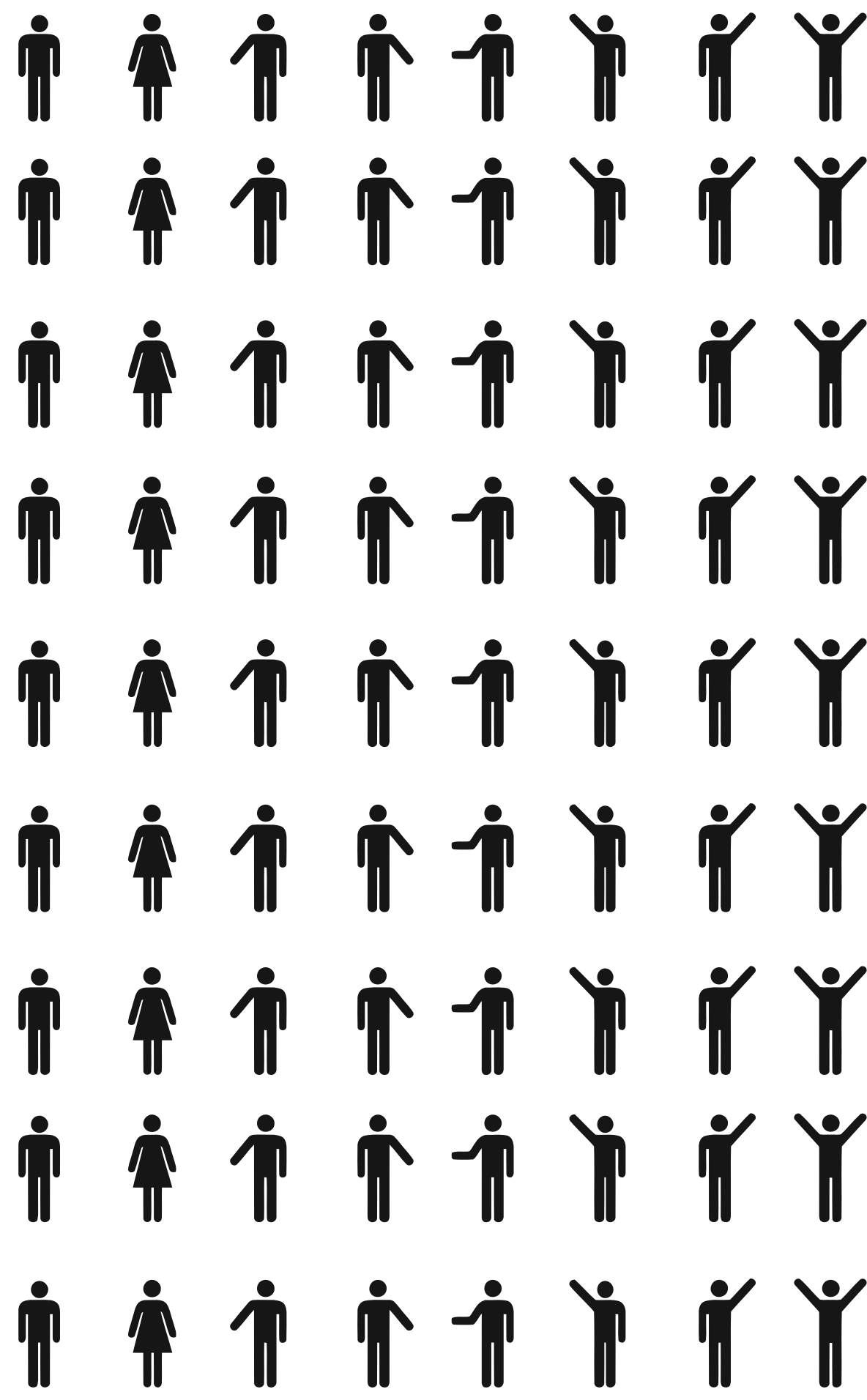
**RADIO SUPPORTS  
ANY MEDIA MIX**



# COST EFFECTIVENESS



*High Reach at a Low Cost*







# The Saudi Wave

## ALIF ALIF FM

REFLECTS THE PULSE & LIFESTYLE OF SAUDI ARABIA, AND SEEKS TO ATTRACT THE MASS AUDIENCE ACROSS ALL REGIONS OF KSA



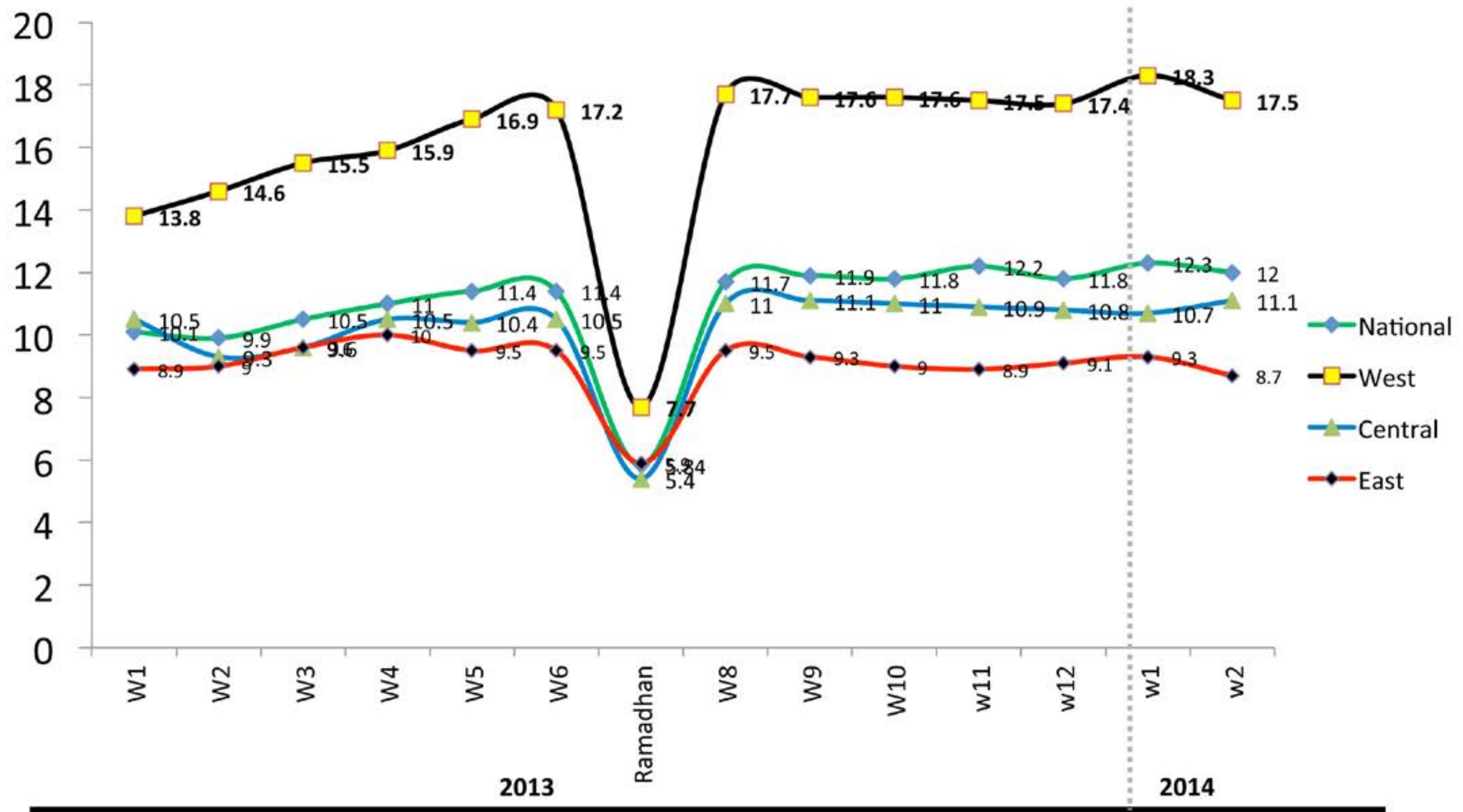
# ALIFALIF FM FREQUENCIES

التردد	اسم المدينة
94	الطائف
104	المدينة المنورة
102.5	مكة
101	جدة

التردد	اسم المدينة
94.2	الهفوف
107.5	الدمام
96	تبوك
104	عرعر
95	سكاكا
105	حائل
97	بريدة
94	الرياض
94.7	الباحة
104.4	جيزان
94	نجران
101	أبها

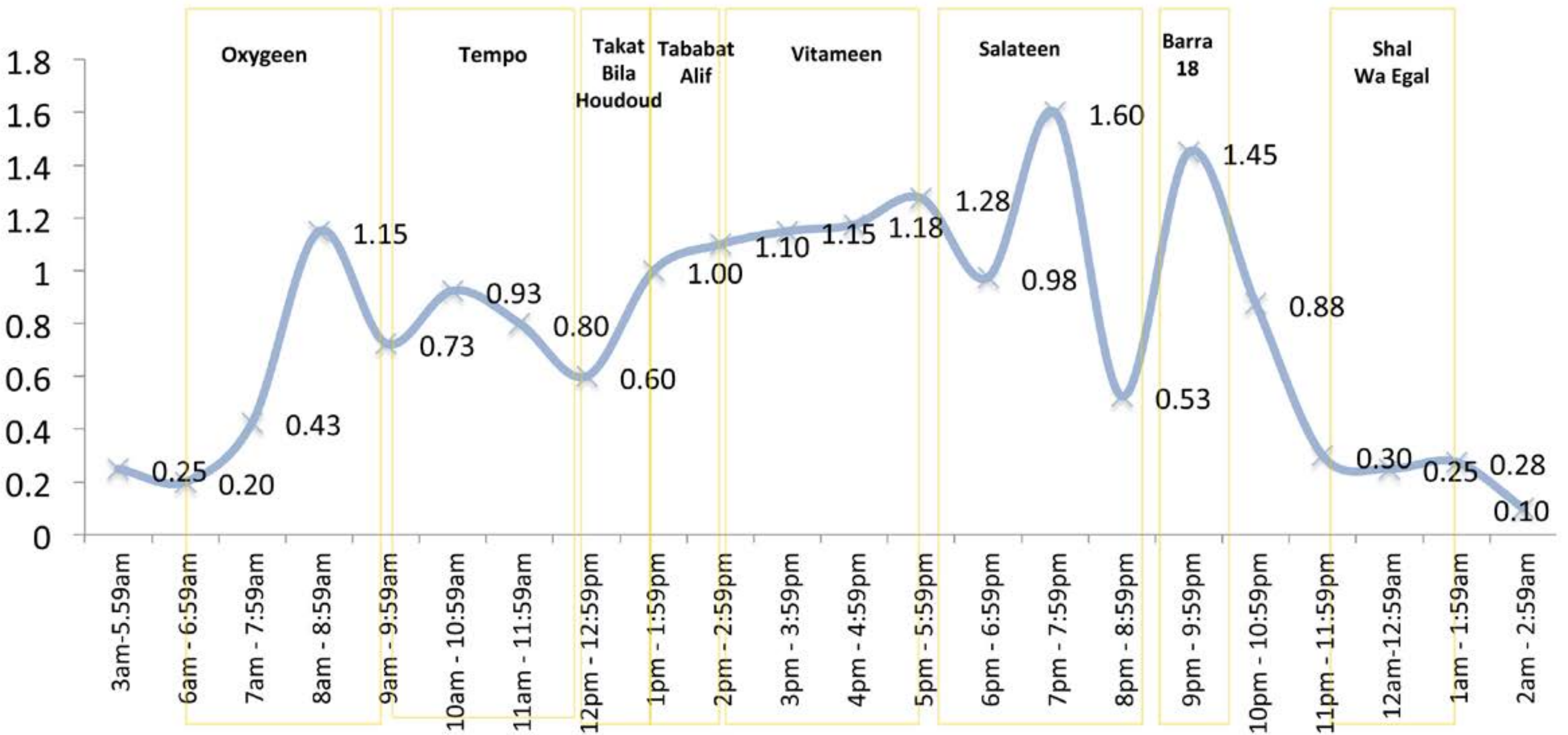
# REACH PERFORMANCE OF AAFM

IPSOS RDM 2014





# TIME SEGMENT IPSOS RDM 2014



# ALIF ALIF GRID



TIME	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
6:00	Oxygen - Rima				Rima - Thursday Special	Anasheed	Music hits 2010-2015
7:00							
8:00							
9:00	National Program - Amina				Thursday Special		
10:00	Tempo - Noha (1st hrs social subject) (2nd hrs Magazine)				Thursday Special		
12:00	Taqat - Amina				Thursday Special		
13:00	Tebabat Alif - Sahar				Sahar & Mousa Thursday Special	Jam3at Jom3a	
14:00	VITAMEEN Show						
15:00						Aqariyoon - Repeat	
16:00	Riyadh Program - (talk show & games)				Thursday Special	Anasheed	Addad - Sultan
17:00	Esloby			Esloby			Box Office - Sahar
18:00	Studio Al Salateen - Sultan & Moussa (Arts & Fun)				Studio Alif - Red Sea Mall	Redsea Anasheed programs	Hekayat Sot - Noha Al Saadi
19:00							
20:00	Sponsored Programs	TAG Show	3aqariyoon	Subtitle	Sponsored Programs	Gradual music	Sponsored Programs
21:00	Feras Style - (tecnology & western songs)				Thursday Special	Alif DJ	
22:00	Sports Program				DJ & Jalsat		
23:00	Khebratak bildonya - Alqanb						
0:00							
1:00	Gadeem bs khateer						
2:00							

# AAFM MONTHLY PROGRAMS PACKAGES

## Oxygen Show

180,000 S.R

**Live Morning Entertainment Show**

**Timing: Sunday to Thursday from 6:00 to 9:00**

**Presenter: Rima Abdullah**

## National Program

200,000 S.R

**National Social Program**

**Local news and intensifying the Suadi Identity through different songs also offering contest with a different content every Thursday**

**Timing: Sunday to Thursday from 8:00 to 9:00**

**Presenter: Amina Abdullah**

## Takkat Bila Houdoud

90,000 S.R

**A program that has been made for all those who are looking for a job, they will have HR Specialist and lawyers for audience to ask them questions, also they will have different posting of jobs**

**Timing: Sunday to Wednesday from 12:00 to 13:00**

**Presenter: Amina Al Abdallah**

## Tababat Alif

100,000 S.R

**Interview with a Specialized Medical Doctor on major Public Health topics with Direct Q&A with the audience's on any medical issues they might have**

**Timing: From Sunday to Thursday from 13:00 to 14:00**

**Presenter: Sahar Al Abdullah**





# AAFM MONTHLY PROGRAMS PACKAGES

## Studio Al Salateen

210,000 S.R

Live, Interactive, Entertainment show, filled with fun and games, arts and also news from outside the KSA that have a comedian twist

Timing: Sunday to Wednesday from 17:00 to 20:00

Presenters: Sahar Al Abdullah; Sultan Abdel Mohsen

## Esloby

100,000 S.R.

Social show talking about Medical issues and problems that doctors face in KSA

Timing: Sunday and Wednesday from 17:00 to 18:00

Presenters: D. Abdulaziz Al Rajhi

## Subtitle

120,000 S.R

Educational Entertainment Program, aims at teaching English through movies and songs

Timing: Monday from 20:00 to 21:00

Presenter: Loay Al-Sharif

## Jamaat Jomaa

50,000 S.R

Social Religious Program for the family - Talking about the Islamic Families and their values and beliefs

Timing: Friday from 13:00 to 14:300

Presenters: Trad Sindi & Itidal Idriss

## Firas Style

50,000 S.R

Youth entertainment program, talking about the latest trend in social media and technology, in a fun and light atmosphere, playing Arabic and English songs as well

Timing: Sunday to Wednesday from 21:00 to 22:00

Presenter: Firas Yaghmour



# AAFM MONTHLY PROGRAMS PACKAGES

## Subtitle

60,000 S.R

**Educational & Entertainment Program**  
**Timing: Wednesday from 20:00 to 21:00**  
**Presenter: Loay Al Shareef**

## ALIF DJ

150,000 S.R

**A variant of the most beautiful creations of Western tunes and youth mix**  
**Timing: Friday from 21:00 to 2:00**  
**Presenter: Haitham Hafni**

## 3adad

55,000 S.R

**A variety of the Top Ten Arabic & Khaleeji songs listeners can call and vote for the best songs**  
**Timing: Friday from 14:00 to 16:00**  
**Presenter: Feras Yaghmur**

## Khat Al Montasaf

75,000 S.R

**Sport Analysis Program**  
**Timing: Sunday till Thursday from 22:00 to 23:00**  
**Presenter: Hanaa Al Alwani**

# AAFM MONTHLY PROGRAMS PACKAGES

## VITAMEEN

200,000 S.R

**Youth and Entertainment Show**

**Timing: Sunday to Wednesday from 14:00 to 15:00**

**Presenter: Captain Rima**

## Tempo

160,000 S.R

**Social entertainment talk show program that sheds light on the reality of everyday situations**

**Timing: Sunday to Wednesday from 10:00 to 02:00**

**Presenter: Noha Sa3di**

## IKariyoun

160,000 S.R

**Commercial program that talks about all property related activities, talking to youth and professionals and giving information for any one that is willing to buy real estate, also talks about interior design and interviews real estate influencers**

**Timing: Saturday from 20:00 to 21:00**

**Presenter: Adel Barbaa**



# ALIF ALIF RATE CARD IN SECONDS

SECONDS	6-10am PEAK	10am-2pm OFF PEAK	2pm-Midnight PEAK	Midnight-6am OFF PEAK
1	105	86	105	35
2	210	172	210	68
3	315	258	315	103
4	420	344	420	137
<b>5</b>	<b>525</b>	<b>431</b>	<b>525</b>	<b>171</b>
6	629	517	629	205
7	734	603	734	239
8	839	689	839	273
9	944	775	944	308
<b>10</b>	<b>1050</b>	<b>861</b>	<b>1050</b>	<b>341</b>
11	1147	942	1147	373
12	1245	1022	1245	405
13	1343	1103	1343	437
14	1441	1182	1441	468
<b>15</b>	<b>1500</b>	<b>1205</b>	<b>1500</b>	<b>478</b>
16	1553	1275	1553	505
17	1636	1344	1636	532
18	1657	1362	1657	540
19	1670	1371	1670	543
<b>20</b>	<b>1700</b>	<b>1378</b>	<b>1700</b>	<b>546</b>
21	1748	1435	1748	569
22	1819	1493	1819	591
23	1888	1551	1888	614
24	1944	1597	1944	628
<b>25</b>	<b>1993</b>	<b>1623</b>	<b>1993</b>	<b>643</b>
26	2035	1655	2035	649
27	2070	1681	2070	657
28	2081	1701	2081	670
29	2087	1716	2087	679
<b>30</b>	<b>2100</b>	<b>1722</b>	<b>2100</b>	<b>683</b>



# ALIF ALIF RATE CARD IN SECONDS

SECONDS	6-10am PEAK	10am-2pm OFF PEAK	2pm-Midnight PEAK	Midnight-6am OFF PEAK
31	2170	1781	2170	706
32	2242	1840	2242	730
33	2314	1899	2314	753
34	2386	1958	2386	776
<b>35</b>	<b>2518</b>	<b>2066</b>	<b>2518</b>	<b>819</b>
36	2586	2122	2586	841
37	2653	2179	2653	863
38	2671	2209	2671	876
39	2714	2223	2714	885
<b>40</b>	<b>2727</b>	<b>2239</b>	<b>2727</b>	<b>887</b>
41	2795	2294	2795	909
42	2862	2350	2862	931
43	2931	2406	2931	950
44	2998	2460	2998	971
<b>45</b>	<b>3042</b>	<b>2497</b>	<b>3042</b>	<b>990</b>
46	3111	2554	3111	1012
47	3180	2610	3180	1034
48	3250	2667	3250	1057
49	3319	2724	3319	1079
<b>50</b>	<b>3462</b>	<b>2841</b>	<b>3462</b>	<b>1227</b>
51	3494	2868	3494	1141
52	3526	2884	3526	1152
53	3549	2897	3549	1156
54	3557	2916	3557	1158
<b>55</b>	<b>3567</b>	<b>2927</b>	<b>3567</b>	<b>1160</b>
56	3597	2953	3597	1170
57	3640	2967	3640	1176
58	3658	2990	3658	1181
59	3665	3008	3665	1187
<b>60</b>	<b>3673</b>	<b>3014</b>	<b>3672</b>	<b>1195</b>



# ALL PROGRAMS SPONSORSHIP PACKAGES AVAIL THE ADVERTISER OF THE FOLLOWING BENEFITS

- 2 x 10" OPENING / CLOSING (PER EPISODE)
- 40 x 5" TRAILERS (PER WEEK)
- 2 x 30" REGULAR SPOTS (PER EPISODE)
- 6 x 5" BREAK BUMPERS (PER EPISODE)

SPONSORSHIP PACKAGES ARE FOR  
1 MONTH (28 DAYS)





# EXTRA MILEAGE COMMERCIAL POLICY 2015

## LIVE COVERAGE + PROMOS

---

Rate: 18,000 SR

Production Cost: 2,000 SR

### Benefits:

- 2 x 2.5' MINUTES PER HOUR PER LIVE COVERAGE
- 18 x PROMOS (6 PER DAY OVER 3 DAYS)

## HOSTING

---

Rate: 18,000 SR

Production Cost: 2,000 SR

### Benefits:

- 2 X 2.5' MINUTES PER HOSTING
- 18 X PROMOS (6 PER DAY OVER 3 DAYS)

## NEWS REPORT (SPORTS AND LOCAL)

---

Rate: 100,000 SR

### Benefits:

- 808 x 5" OPENING / CLOSING (202 PER WEEK OVER 28 DAYS)
- 404 x NEWS REPORT (16 PER DAY SATURDAY THROUGH THURSDAY)  
(5 PER DAY ON FRIDAYS OVER 4 WEEKS / 28 DAYS)
- 224 x 5" TRAILER / PROMOS (8 PER DAY OVER 28 DAYS)

## RJ MENTIONS

---

Rate: 24,000 SR

### Benefits:

- 12 x RJ MENTIONS (2 PER PROGRAM,  
2 PROGRAMS PER DAY OVER 3 DAYS)

## TIPS (OFF BREAK)

---

Rate: 49,000 SR

Production Cost: 250 SR per Tips  
(First 5 Productions FOC)

### Benefits:

- 140 x 30' TIPS (5 PER DAY OVER 4 WEEKS / 28DAYS)

