

Client: World Brands Ltd  
Product: Frito Lay  
NET Actual: J\$2,099,465.00  
Allocated: J\$2,100,000.00  
Variance: J\$535.00

Target: M+F, 10-45 yrs  
Population 1189155  
Date: October 1, 2018

Media & Segment	Schedule	Ad Size	Rate Card per Unit	Total Gross Cost	Total Spots	Cal. Wk	October					November			
							40	41	42	43	44	45	46	47	48
							Start Day	1	7	14	21	28	4	11	18
End Day	6	13	20	27	3	10	17	24	1						
<b>FTA TV</b>															
<b>TVJ</b>															
<b>Spot Buys</b>															
Smile Jamaica (Seasonal Increase)	6:00am - 8:30am	Mon - Fri	30 Sec	\$14,630.00	\$58,520.00	4		1	1		1	1			
Prime Time	8:30pm - 10:30pm	Mon - Fri	30 Sec	\$39,300.00	\$314,400.00	8		2	2		2	2			
<b>Preferred Placements</b>															
Junior School's Challenge Quiz	6:30pm - 7:00pm	Monday	30 Sec	\$24,875.00	\$99,500.00	4	1	1			1	1			
Early Prime Animated Pop Ups (3 x 10 sec pop ups per spot buy)	5:00pm - 7:00pm	Mon - Fri	30 Sec	\$17,850.00	\$71,400.00	4			1	1			1	1	
<b>Daytime Live Sponsorship</b>															
1 x Interview	1:05pm - 2:00pm	Friday	3 - 4 minute	ENT	ENT	4					4				
Giveaways	1:05pm - 2:00pm	Friday	3 - 4 minute	ENT	ENT	1					1				
<b>TVJ TOTAL</b>					<b>\$583,820.00</b>	<b>24</b>					<b>\$430,015.00</b>		<b>\$153,805.00</b>		
<b>CVM TV</b>															
<b>Indian Drama Sponsorship</b>															
2 x 30 sec Inside	1:00pm - 2:00pm	Thurs/Fri	30 sec	ENT	ENT	4							1		
1 x 30 sec (Weekend Marathon)	1:00pm - 2:00pm	Sun	30 sec	ENT	ENT	2				1	1	1	1		
Opening & Closing Credits	9:00pm - 10:00pm	Sat	10 sec	ENT	ENT	4					2	2	2	2	
<b>CVM TV TOTAL</b>					<b>\$325,000.00</b>	<b>10</b>					<b>\$325,000.00</b>		<b>\$0.00</b>		
<b>TOTAL TV</b>					<b>\$908,820.00</b>	<b>34</b>					<b>\$755,015.00</b>		<b>\$153,805.00</b>		
<b>RADIO</b>															
<b>IRIE FM</b>															
<b>Party Block Package</b>															
Roots	10:00am - 12:00noon	Mon-Fri	30 Sec	ENT	ENT	44	7	8	7		7	8	7		
Rocking	12:00noon - 6:00pm	Mon-Sat	30 Sec	ENT	ENT	50	8	8	9		8	8	9		
Reggae	6:00 pm - 10:00 pm	Mon-Sat	30 Sec	ENT	ENT	50	8	8	9		8	8	9		
<b>IRIE FM TOTAL</b>					<b>\$240,000.00</b>	<b>144</b>					<b>\$240,000.00</b>		<b>\$0.00</b>		
<b>ZIP</b>															
<b>ZIPPHORIA ONE</b>															
Zip Life	6:00am - 10:00am	Mon - Fri	30 Sec	ENT	ENT	30					10	10	10		
Zip Grooves	10:00am - 2:00pm	Mon - Fri	30 Sec	ENT	ENT	28				9	9	10			
Zip Heat	2:00pm - 6:00pm	Mon - Fri	30 Sec	ENT	ENT	30				10	10	10			
Zip Drive	6:00pm - 10:00pm	Mon - Fri	30 Sec	ENT	ENT	30				10	10	10			
Zip Tease	10:00pm - 12:00am	Mon - Fri	30 Sec	ENT	ENT	20				7	7	6			
2 X Interview ZipCode	3:30pm - 3:45pm	Wednesday	3 minutes	ENT	ENT	2					1	1	1		
3 x Giveaways	2:00pm - 6:00pm	Friday	3	ENT	ENT	3				1	1	1			
7 x Zip Social Media Posts	6:00am - 10:00pm	Sat - Sun		ENT	ENT	7				2	3	2			
Crawls on ZIPFM.NET	6:00am - 10:00pm	Sat - Sun		ENT	ENT										
<b>ZIP TOTAL</b>					<b>\$125,000.00</b>	<b>143</b>					<b>\$125,000.00</b>		<b>\$0.00</b>		
<b>RJR 94 FM</b>															
Carting Fee				\$250.00	\$250.00	1		1							
Sunny Side Up	7:00am - 9:00am	Mon - Fri	30 Sec	\$9,153.00	\$164,754.00	18		3	3	3		3	3	3	
Too Live Crew	2:00pm - 5:00pm	Mon - Fri	30 Sec	\$5,125.00	\$123,000.00	24		4	4	4		4	4	4	
<b>RJR TOTAL</b>					<b>\$288,004.00</b>	<b>43</b>					<b>\$144,127.00</b>		<b>\$143,877.00</b>		
<b>Mello Fm</b>															
<b>Cash Package B</b>															
Mello Day Break	6 am - 10 am	Wed-Fri	30 Sec	ENT	ENT	22		1					1		
The Perfect Mix	10 am - 1 pm	Wed-Fri	30 Sec	ENT	ENT	10		2	1	2		2	1	2	
Barry G Show	1:00pm - 5:00pm	Wed-Fri	30 Sec	ENT	ENT	20		3	4	3		3	4	3	
Evening	5 pm - 11 pm	Wed-Fri	30 Sec	ENT	ENT	10		1	2	2		1	2	2	
Weekend	6 am - 11 pm	Sat&Sun	30 Sec	ENT	ENT	20		3	4	3		3	4	3	
<b>Mello TOTAL</b>					<b>\$120,000.00</b>	<b>82</b>					<b>\$60,000.00</b>		<b>\$60,000.00</b>		
<b>Suncity Radio</b>															
Sunray	10:00am - 2:00pm	Mon-Fri	30 Sec	\$2,640.00	\$21,120.00	8				2	2	2	2		
Sunblaze	2:00pm - 6:00pm	Mon-Fri	30 Sec	\$2,640.00	\$31,680.00	12				3	3	3	3		
<b>Suncity TOTAL</b>					<b>\$52,800.00</b>	<b>20</b>					<b>\$26,400.00</b>		<b>\$26,400.00</b>		
<b>Nationwide News Network</b>															
Ms. Kitty Live	2:00pm - 5:00pm	Mon-Fri	30 Sec	\$5,400.00	\$86,400.00	16				4	3	3	3	3	
<b>NATIONWIDE TOTAL</b>					<b>\$86,400.00</b>	<b>16</b>					<b>\$54,000.00</b>		<b>\$32,400.00</b>		
<b>TOTAL RADIO</b>					<b>\$787,204.00</b>	<b>448</b>					<b>\$524,527.00</b>		<b>\$262,677.00</b>		
<b>PRESS</b>															
<b>THE GLEANER</b>															
Daily Gleaner	Mon/ Fri	6 cols x26cm	Half Page	\$74,636.00	\$223,908.00	3		1		1		1			
<b>GLEANER TOTAL</b>					<b>\$223,908.00</b>	<b>3</b>					<b>\$149,272.00</b>		<b>\$74,636.00</b>		
<b>THE STAR</b>															
Week Star	Mon / Wed	5 col x 13.75 cm	Half Page	\$32,725.00	\$130,900.00	4	1		1		1		1		
<b>STAR TOTAL</b>					<b>\$130,900.00</b>	<b>4</b>					<b>\$98,175.00</b>		<b>\$32,725.00</b>		
<b>THE WESTERN MIRROR</b>															
The Daily Mirror	Friday	6 col x 20 cm	Half Page	\$48,633.00	\$48,633.00	1						1			
<b>WESTERN MIRROR TOTAL</b>					<b>\$48,633.00</b>	<b>1</b>					<b>\$48,633.00</b>		<b>\$0.00</b>		
<b>TOTAL PRESS</b>					<b>\$403,441.00</b>	<b>8</b>					<b>\$296,080.00</b>		<b>\$107,361.00</b>		
<b>TOTAL INVESTMENT</b>					<b>\$2,099,465.00</b>	<b>490</b>					<b>\$1,575,622.00</b>		<b>\$523,843.00</b>		

Client: World Brands Ltd  
 Product: Frito Lay  
 NET Actual: J\$2,099,465.00  
 Allocated: J\$2,100,000.00  
 Variance: J\$535.00

Target: M+F, 10-45 yrs  
 Population 1189155  
 Date: **October 1, 2018**

Media & Segment	Schedule	Ad Size	Rate Card per Unit	Total Gross Cost	Total Spots	October				November					
						Cal. Wk	40	41	42	43	44	45	46	47	48
						Start Day	1	7	14	21	28	4	11	18	25
						End Day	6	13	20	27	3	10	17	24	1

SUMMARY	TOTAL	SPLIT
Total TV Investment	J\$908,820.00	43%
Total Radio Investment	J\$787,204.00	37%
Total Press Investment	J\$403,441.00	19%
<b>TOTAL COST</b>	<b>J\$2,099,465.00</b>	<b>100%</b>
GCT (16.5%)	J\$346,411.73	
<b>TOTAL INVESTMENT</b>	<b>J\$2,445,876.73</b>	

