







**CLIENT:** OLD MUTUAL  
**SEGMENT:** OMIGSA  
**CAMPAIGN:** OMUT  
**PERIOD:** Nov - Jan 2011/2012  
**DATE:** 02-Apr-12  
**VERSION:** 20

Medium	Position	Ad Format		Ins	2012						
		SIZE	CL		Feb	March	April	May	June	Jul	Oct
Men's Health	Main Body	DPS	FC	1	x						
		DPS	FC	1		x					
		DPS	FC	1			x				
Golf Digest	Main Body	DPS	FC	1	x						
		DPS	FC	1		x					
		DPS	FC	1			x				
Woman & Home	Main Body	DPS	FC	1	x						
		DPS	FC	1		x					
		DPS	FC	1			x				
True Love	Main Body	DPS	FC	1	x						
		DPS	FC	1		x					
		DPS	FC	1			x				
		DPS	FC	1						x	
		DPS	FC	1							x
Your Family	Main Body	DPS	FC	1	x						
		DPS	FC	1		x					
		DPS	FC	1			x				
		DPS	FC	1						x	
		DPS	FC	1							x
Child (JHB, CPT & DBN) PTA Child added from Jun onwards	Main Body	DPS	FC	1	x						
		DPS	FC	1		x					
		DPS	FC	1			x				
		DPS	FC	1						x	
		DPS	FC	1							x
Destiny	Main Body	DPS	FC	1	x						
		DPS	FC	1		x					
		DPS	FC	1			x				
		DPS	FC	1						x	
		DPS	FC	1							x
Sarie	Main Body	DPS	FC	1	x						
		DPS	FC	1		x					
		DPS	FC	1			x				
		DPS	FC	1						x	
		DPS	FC	1							x
Newsnow	IFC	FP	FC	1				17			
		FP	FC	1					14		
	Business Section	FP	FC	1			26				
		FP	FC	1				31			







Client:  
 Campaign:  
 Date:

Old Mutual  
 Jan 2011 - Mar 2012  
 24/01/2012

Channel	Format	No. of Flightings per week	TOTAL WEEKS	Jan-12					Feb-12				Mar-12				
				2	9	16	23	30	6	13	20	27	5	12	19	26	
<i>Investment Insights</i>	<i>Sponsorship Elements</i>			Off Air	AV												
<i>Weeks</i>					1	2	3	4	5	6	7	8	9	10			
Summit ( Wed at 21h45)	1 x 30" Opening Billboard	1	10		x	x	x	x	x	x	x	x	x	x			
Summit ( Wed at 21h45)	5 x 15" Straps during the program	1	10		x	x	x	x	x	x	x	x	x	x			
Summit ( Wed at 21h45)		1	10		x	x	x	x	x	x	x	x	x	x			
Summit ( Wed at 21h45)	1 x 15" Closing Billboard	1	10		x	x	x	x	x	x	x	x	x	x			
Summit ( Wed at 21h45)	1 x 30" Opening Billboard	1	10		x	x	x	x	x	x	x	x	x	x			
Summit ( Thurs at 20h45)	5 x 15" Straps during the program	1	10		x	x	x	x	x	x	x	x	x	x			
Summit ( Thurs at 20h45)		1	10		x	x	x	x	x	x	x	x	x	x			
Summit ( Thurs at 20h45)	1 x 15" Closing Billboard	1	10		x	x	x	x	x	x	x	x	x	x			
Summit ( Thurs at 20h45)	10 x 30" Promo Spots per Week	1	10		x	x	x	x	x	x	x	x	x	x			
	<b>Prime Time Total</b>		<b>10 wks</b>														
Summit (Repeats)	1 x 30" Opening Billboard	2	10		x	x	x	x	x	x	x	x	x	x			
Summit (Repeats)	5 x 15" Straps during the program	2	10		x	x	x	x	x	x	x	x	x	x			
Summit (Repeats)		2	10		x	x	x	x	x	x	x	x	x	x			
Summit (Repeats)	1 x 15" Closing Billboard	2	10		x	x	x	x	x	x	x	x	x	x			





<b>AGENCY</b>	Carat
<b>CLIENT</b>	Old Mutual
<b>CAMPAIGN</b>	OMIGSA Unit Trusts
<b>CAMPAIGN PERIOD</b>	August, 2012
<b>DAYS ONLINE</b>	31
<b>VERSION</b>	1

**DIGITAL MEDIA SCHEDULE**

Site / Channel		Section(s)	Creative
<b>ONLINE</b>			
Caxton Magazines	Your Family	Home Page	Mini Skyscraper (179x250 pixels)
Media24	Sarie	Home Page	Leaderboard (728x90 pixels)
			Medium Rectangle (300x250 pixels)
Ndalo Media	Destiny Connect	Home Page	Leaderboard (728x90 pixels)
			Half Page Ad (300x600 pixels)
			Medium Rectangle (300x250 pixels)
Child Mag	Child Mag	Home Page	Leaderboard (728x90 pixels)
			Medium Rectangle (300x250 pixels)