



PRIMEDIA
BROADCASTING

CREATING CONNECTIONS

RATE CARD

EFFECTIVE JULY 2020



RATES

												
MONDAY - FRIDAY		GENERIC SPONSORSHIP		GENERIC SPONSORSHIP		GENERIC SPONSORSHIP		GENERIC SPONSORSHIP				
	00:01-04:00	R 298	R 373	R 262	R 328	R 453	R 566	R 93	R 116			
	04:00-06:00	R3 791	R4 739	R1 691	R2 114	R1 766	R2 208	R 308	R 385			
	06:00-09:00	R21 806	R27 258	R11 047	R13 809	R11 579	R14 474	R3 646	R4 558			
	09:00-12:00	R8 554	R10 693	R5 559	R6 948	R7 455	R9 319	R1 915	R2 394			
	12:00-13:00*	-	-	R5 731	R7 164	-	-	R2 177	R2 721			
	12:00-15:00	R7 932	R9 915	R4 585	R5 731	R6 331	R7 914	R1 741	R2 176			
	15:00-19:00	R9 953	R12 441	R5 927	R7 409	R7 053	R8 816	R2 356	R2 945			
	18:00-20:00**	-	-	R8 002	R10 002	-	-	R3 073	R3 841			
	19:00-22:00	R2 665	R3 331	R1 691	R2 114	R1 766	R2 208	R 493	R 616			
	22:00-23:59	R 743	R 929	R 905	R1 131	R 609	R 761	R 190	R 238			
SATURDAY		GENERIC SPONSORSHIP		GENERIC SPONSORSHIP		GENERIC SPONSORSHIP		GENERIC SPONSORSHIP				
	00:01-04:00	R 222	R 278	R 258	R 323	R 458	R 573	R 93	R 116			
	04:00-06:00	R 547	R 684	R 389	R 486	R 458	R 573	R 93	R 116			
	06:00-10:00	R5 838	R7 298	R4 481	R5 601	R2 757	R3 446	R1 543	R1 929			
	10:00-14:00	R7 309	R9 136	R3 736	R4 670	R4 431	R5 539	R1 261	R1 576			
	14:00-18:00	R2 486	R3 108	R2 342	R2 929	R2 045	R2 556	R 721	R 901			
	18:00-21:00	R1 750	R2 188	R1 013	R1 266	R 817	R1 021	R 231	R 289			
	21:00-23:59	R 743	R 929	R 889	R1 111	R 596	R 745	R 190	R 238			
SUNDAY		GENERIC SPONSORSHIP		GENERIC SPONSORSHIP		GENERIC SPONSORSHIP		GENERIC SPONSORSHIP				
	00:01-04:00	R 199	R 249	R 238	R 298	R 415	R 519	R 90	R 113			
	04:00-06:00	R 199	R 249	R 238	R 298	R 415	R 519	R 90	R 113			
	06:00-10:00	R5 256	R6 570	R3 735	R4 669	R2 528	R3 160	R1 429	R1 786			
	10:00-14:00	R6 292	R7 865	R3 425	R4 281	R4 046	R5 058	R1 225	R1 531			
	14:00-18:00	R2 287	R2 859	R2 147	R2 684	R2 045	R2 556	R 702	R 878			
	18:00-21:00	R1 605	R2 006	R 929	R1 161	R 743	R 929	R 224	R 280			
	21:00-23:59	R 663	R 829	R 813	R1 016	R 559	R 699	R 185	R 231			
DURATION		10"	15"	20"	25"	30"	35"	40"	45"	50"	55"	60"
MULTIPLY BY		0.6	0.7	0.8	0.9	1	1.17	1.33	1.5	1.67	1.83	2

*The Midday Report – Monday to Friday 12h00 to 13h00 (Simulcast on 702 and CapeTalk)

**The Money Show – Monday to Thursday 18h00 to 20h00 Friday 18h00 to 19h00 (Simulcast on 702 & CapeTalk)

Power Spots are branded-content moments on-air showcasing your product, brand or initiative which is delivered by our presenters in their own authentic tone and style. Rate: 60" Live Read Rate + 25% loading.

Terms and Conditions Apply. Not available on The Money Show. Subject to programming approval.

Generic Rate Terms and Conditions:

Note: Rates are based on a 30" recorded commercial

Live Reads: There is a 50% surcharge on all Live Read commercials.

Preferential Spots: Preferred time booked within a specific hour is subject to a 25% loading.

Saturdays Only: No advertisements between 18h00 and 00h00 on 947 and Kfm – Uninterrupted Music Sweep.

Sponsorship Rate Terms and Conditions:

Note: Each report sponsorship includes a 10-word live opening billboard and a 30" closing recorded commercial.

947: News, Traffic and Weather reports.

Kfm: News, Traffic, Sport and Weather reports.

702 & CapeTalk: Business, News, Traffic, Sport and Weather reports.

Terms and Conditions Apply. E&OE.

For more information, visit www.primediabroadcasting.co.za