



933 KFM Advertising Rates 2019

SPOT LENGTH	0600-1000 Mong Prime	1000-1700 Standard	1700-2100 Eveng Prime	2100-2300 Standard	2300 -0100 Standard	ROS
15 Seconds	85,000	51,000	85,000	51,000	51,000	51,000
30 Seconds	150,000	85,000	150,000	85,000	85,000	85,000
45 Seconds	190,000	120,000	190,000	120,000	120,000	120,000
60 Seconds	240,000	155,000	240,000	155,000	155,000	155,000
Announcements	65,000	55,000	65,000	55,000	55,000	55,000
CSR Announcements	40,000	30,000	40,000	30,000	30,000	30,000
Intros (10 Seconds)	40,000	40,000	40,000	40,000	40,000	40,000
Promo Sweepers (30 Seconds)	75,500	75,500	75,500	75,500	75,500	75,500
	<b>News Adjacency</b>	<b>Fixed time</b>	<b>Fixed 0700-0800</b>			
Extra charge	plus 50%	plus 25%	Plus 50%			
Presenter Mentions 15 sec	80,000	71,000	80,000	71,000	71,000	71,000
Presenter endorsement 30 sec	200,000	200,000	200,000	200,000	200,000	200,000
Interview (5 Minutes)	2,500,000	885,000	2,500,000	885,000	885,000	885,000
Talk show 1 hour	4,500,000	4,500,000	4,500,000	4,500,000	4,500,000	4,500,000
Dmighty BREAKFAST (15 Minutes appearance)	2,500,000	750,000	2,500,000	750,000	750,000	750,000
Guest appearance on Sunday for one hour between; 6-9						2,500,000
Adverts in the HOT SEAT			165,600			
Live Link OB (15mins)	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000
Branded promotions (2 hours)	6,400,000					
SME/Classifieds package (3-15 seconds ads Mon-Fri monthly)	55,000	55,000	55,000	55,000	55,000	55,000
Production of (a single) spot advert	350,000 (excludes copyright charge)	600,000 (includes copyright charge)				

**Notes;**

- i) A Run of Station (RoS) spot is booked wherever space is available on 933 KFM. The computerized booking system ensures that ROS spots are evenly rotated.
- ii) Bookings in particular time segments will be **rotated** within the time segment for example a booking in Morning Prime will be rotated between 0600hrs to 1000hrs etc **unless a fixed time** is booked and the extra charge paid.
- iii) All the above rates are VAT inclusive.

**93.3 KFM SPONSORSHIP PACKAGES**

Sponsorship packages are discounted at 25% on standard rates. Minimum booking is 3 months.

<b>PACKAGES Mon-Fri</b>	<b>30 sec Ad Per Day</b>	<b>Mention per Day</b>	<b>Sponsor boards</b>
7,155,000	3	2	2
10,770,000	5	3	2
14,385,000	7	4	2

**ENDORSEMENT PACKAGE**

KFM

<b>Cost</b>	<b>No. of endorsements Mon-Fri</b>	<b>Activation Period</b>
2,700,000	3 daily	1 week
7,100,000	5 daily	2 weeks