



933 KFM Advertising Rates 2023

SPOT LENGTH	0600-1000 Morning Prime	1000-1700 Standard	1700-2100 Evening Prime	2100-2300 Standard	2300 -0100 Standard	ROS
15 Seconds	85,000	60,000	85,000	51,000	51,000	51,000
30 Seconds	150,000	100,000	150,000	100,000	100,000	100,000
45 Seconds	215,000	141,600	215,000	141,600	141,600	141,600
60 Seconds	270,000	182,900	270,000	182,900	182,900	182,900
Announcements	65,000	65,000	65,000	65,000	65,000	65,000
Promo Sweepers (30 Seconds)	89,000	89,000	89,000	89,000	89,000	89,000
	News Adjacency	Fixed time	Fixed 0700-0800			
Extra charge	plus 50%	plus 25%	Plus 50%			
Presenter Mentions 15 sec Pre-recorded	84,000	84,000	84,000	84,000	84,000	84,000
Presenter endorsement 30 sec Live	168,000	168,000	168,000	168,000	168,000	168,000
Interview / Guest Appearance (5 Minutes)		885,000				
Talk show 30min & 1 hour (Breakfast & Hot Seat) +5 promos	3,540,000		5,310,000			
Live Streaming – Breakfast, Hot Seat & VPN	2,000,000					
D'Mighty BREAKFAST (15 Minutes Guest Appearance)	2,950,000					
VPN on Saturday for one hour between 9am-11am +5 promos	3,540,000	3,540,000				
Adverts in the Hot Seat (30 sec)			185,000			
Branded on-air promotions – Weekly Mon-Fri with 5min segments	3,000,000					
Social media post still pictures	72,000					
Social media video 15-30sec	500,000					

Notes;

- 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.
- 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.
- All rates are VAT inclusive.

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

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22/12/23

Packages Mon-Fri	30 sec Ad Per Day	Mention per Day	Sponsor boards
8,442,000	3	2	1
12,708,600	5	3	1
16,974,300	7	4	1

Outdoor Broadcasting packages

Duration	Standard Time	Value addition
30 minutes	1,200,000	9 promos
1 Hour	2,500,000	15 promos

Commercial production (All languages)

30/45/60 seconds commercials	Excludes copyright	Includes copyright
Idea generation	350,000	350,000
Scripting	100,000	100,000
Studio time		250,000
Voice over		300,000
Copyright		350,000
TOTAL PRODUCTION COST	450,000	1,350,000

All rates are inclusive of VAT.

Rate card is effective 1st January 2023

All long term contracts being signed will use the new rate card effective 1st December 2022.

Approvals

General Manager Commercial

Chief Accountant

General Manager Finance & Operations

Managing Director NMGU