



# RATE CARD

Choose a best plan for you and your organisation

## SPOT PLACEMENT

D/B	Premium	Regular
15"	4,680.00	2,640.00
30"	6,920.00	4,680.00
45"	8,720.00	6,920.00
60"	10,900.00	8,720.00

PROGRAMME SPONSORSHIP		
D/B	Premium	Regular
5'	15,200.00	10,500.00
10'	20,900.00	15,200.00
15'	32,660.00	20,900.00
30'	47,500.00	39,320.00
45'	78,640.00	56,800.00
60'	95,714.00	78,640.00

PAID ANNOUNCEMENTS		
	Premium	Regular
1-50 words	4,250.00	3,900.00
51-75 words	6,000.00	4,500.00
76-100 words	8,330.00	6,330.00

VOLUME DISCOUNTS	
100,000 - 250,000	1%
250,000 - 500,000	2%
500,000 - 750,000	3%
750,000 - 1000,000	4%
1,000,000 & Over	5%

INTERVIEW/GUEST APPEARANCE	
10 minutes	30,400.00
15 minutes	41,800.00
30 minutes	55,000.00
45 minutes	95,714.00
60 minutes	150,000.00

SELECTED POSITION SURCHARGES	
Fixed Time Spots	50%
Intra-Programme Spots	50%
Mid-news Spot	50%
News Adjacency	50%
Programme Displacement	100%
Independent Programme	25%
Political Rate	100%

STUDIO/PRODUCTION	
Jingle Production	25,000.00
Presenter Fee	10,000.00
Outsider Broadcast / hour	200,000.00
On-Air Personality Hype	25,000.00
Hourly Production Rate	37,500.00
Time Check	5,000.00
News Mention	30,000.00
News Mention and Coverage	50,000.00

COMMISSION	
Description	Percentage
Apcon	15%
Others	10%

Note: Programme Sponsorship attracts additional surcharges

**Premium:**

6am - 11am, 4pm - 7pm

**Regular:**

11am - 4pm, 7pm - 10pm

All Rates are VAT (7.5) exclusive

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