



mediamark

RATE CARD

RADIO | DIGITAL AUDIO | BROADCAST DIGITAL

Effective 7 July 2020

Mediamark Represents South Africa's Most Loved Radio Brands



Connected & engaged to
high demand audiences.





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EastCoastRadio
KZN'S NO.1 HIT MUSIC STATION

94 - 95 FM Hot Adult Contemporary KwaZulu-Natal

MON-FRI	GENERIC	FEATURE	LIVE READ	PREF SPOT
00:00-04:00	R270	R360	R435	R375
04:00-06:00	R1 170	R1 515	R1 875	R1 635
06:00-09:00	R15 495	R20 145	R24 795	R21 705
09:00-12:00	R5 535	R7 185	R8 850	R7 740
12:00-15:00	R5 490	R7 140	R8 790	R7 695
15:00-19:00	R7 875	R10 245	R12 600	R11 025
19:00-22:00	R1 605	R2 085	R2 580	R2 250
22:00-24:00	R285	R375	R450	R390
SATURDAY	GENERIC	FEATURE	LIVE READ	PREF SPOT
00:00-06:00	R285	n/a	n/a	R390
06:00-09:00	R4 785	R6 225	R7 650	R6 690
09:00-12:00	R4 785	R6 225	R7 650	R6 690
12:00-15:00	R1 560	R2 025	R2 505	R2 190
15:00-19:00	R1 560	R2 025	R2 505	R2 190
19:00-24:00	R540	n/a	n/a	R765
SUNDAY	GENERIC	FEATURE	LIVE READ	PREF SPOT
00:00-06:00	R270	n/a	n/a	R375
06:00-09:00	R1 875	R2 445	R3 000	R2 625
09:00-12:00	R1 920	R2 490	R3 075	R2 685
12:00-15:00	R1 050	R1 365	R1 680	R1 470
15:00-19:00	R1 050	R1 365	R1 680	R1 470
19:00-24:00	R330	n/a	n/a	R465

Only recorded commercials may be booked in the following time bands:

Monday to Thursday 01:00-04:00

Friday 01:00-04:00, 19:00-24:00

Saturday 00:00-06:00, 18:00-24:00

Sundays 00:00-06:00, 18:00-24:00

Rates are based on a 30 second commercial, for alternate durations, please refer to the conversion table on the last page of this rate card.



GAGASI FM

We are Glocal

MON-FRI	GENERIC	FEATURE	LIVE READ	PREF SPOT
00:00-04:00	R570	R735	R915	R810
04:00-06:00	R1 695	R2 205	R2 715	R2 370
06:00-09:00	R8 775	R11 415	R14 040	R12 285
09:00-12:00	R4 170	R5 430	R6 675	R5 835
12:00-15:00	R4 470	R5 805	R7 155	R6 255
15:00-19:00	R6 165	R8 010	R9 870	R8 640
19:00-22:00	R1 950	R2 535	R3 120	R2 730
22:00-24:00	R810	R1 050	R1 290	R1 140
SATURDAY	GENERIC	FEATURE	LIVE READ	PREF SPOT
00:00-06:00	R540	R705	R870	R765
06:00-09:00	R2 250	R2 925	R3 600	R3 150
09:00-12:00	R2 595	R3 360	R4 140	R3 615
12:00-15:00	R1 650	R2 160	R2 655	R2 310
15:00-19:00	R1 830	R2 385	R2 940	R2 565
19:00-24:00	R900	R1 170	R1 425	R1 260
SUNDAY	GENERIC	FEATURE	LIVE READ	PREF SPOT
00:00-06:00	R570	R735	R915	R810
06:00-09:00	R1 590	R2 070	R2 550	R2 220
09:00-12:00	R1 620	R2 100	R2 595	R2 265
12:00-15:00	R1 005	R1 305	R1 605	R1 395
15:00-19:00	R1 065	R1 395	R1 710	R1 500
19:00-24:00	R690	R900	R1 110	R960

Rates are based on a 30 second commercial, for alternate durations, please refer to the conversion table on the last page of this rate card.

104.9 FM

Adult Contemporary

Greater Western Cape



MON-FRI	GENERIC	FEATURE	LIVE READ	PREF SPOT
00:00-04:00	R255	R330	R405	R360
04:00-06:00	R540	R705	R870	R765
06:00-09:00	R4 830	R6 285	R7 725	R6 765
09:00-12:00	R3 210	R4 170	R5 130	R4 500
12:00-15:00	R3 210	R4 170	R5 130	R4 500
15:00-19:00	R3 750	R4 875	R6 000	R5 250
19:00-22:00	R1 080	R1 410	R1 725	R1 515
22:00-24:00	R285	R375	R465	R405
SATURDAY	GENERIC	FEATURE	LIVE READ	PREF SPOT
00:00-06:00	R255	R330	R405	R360
06:00-09:00	R1 650	R2 145	R2 640	R2 310
09:00-12:00	R1 890	R2 460	R3 030	R2 640
12:00-15:00	R1 410	R1 830	R2 250	R1 980
15:00-19:00	R1 410	R1 830	R2 250	R1 980
19:00-24:00	R645	R840	R1 035	R900
SUNDAY	GENERIC	FEATURE	LIVE READ	PREF SPOT
00:00-06:00	R255	R330	R405	R360
06:00-09:00	R1 650	R2 145	R2 640	R2 310
09:00-12:00	R1 890	R2 460	R3 030	R2 640
12:00-15:00	R1 410	R1 830	R2 250	R1 980
15:00-19:00	R1 410	R1 830	R2 250	R1 980
19:00-24:00	R645	R840	R1 035	R900

Please note: Only recorded commercials may be booked in the following time bands:

Monday to Friday 01:00-04:00

Saturday 01:00-06:00

Sunday 01:00-06:00

Rates are based on a 30 second commercial, for alternate durations, please refer to the conversion table on the last page of this rate card.

94.2 FM

Adult Contemporary

Gauteng, Limpopo, Mpumalanga & North West

MON-FRI	GENERIC	FEATURE	LIVE READ	PREF SPOT
00:00-04:00	R420	n/a	n/a	R585
04:00-06:00	R3 300	n/a	n/a	R4 620
06:00-09:00	R18 615	R24 210	R29 790	R26 070
09:00-12:00	R8 280	R10 770	R13 245	R11 610
12:00-15:00	R7 965	R10 365	R12 765	R11 160
15:00-19:00	R10 140	R13 185	R16 230	R14 190
19:00-22:00	R1 305	R1 680	R2 070	R1 830
22:00-24:00	R420	R540	R675	R585
SATURDAY	GENERIC	FEATURE	LIVE READ	PREF SPOT
00:00-06:00	R420	n/a	n/a	R585
06:00-09:00	R5 400	R7 020	R8 640	R7 545
09:00-12:00	R5 955	R7 755	R9 525	R8 340
12:00-15:00	R1 950	R2 535	R3 120	R2 715
15:00-19:00	R1 965	R2 555	R3 135	R2 745
19:00-24:00	R855	R1 110	R1 365	R1 185
SUNDAY	GENERIC	FEATURE	LIVE READ	PREF SPOT
00:00-06:00	R435	n/a	n/a	R600
06:00-09:00	R2 580	R3 360	R4 125	R3 630
09:00-12:00	R2 775	R3 615	R4 440	R3 885
12:00-15:00	R1 665	R2 160	R2 670	R2 340
15:00-19:00	R1 635	R2 130	R2 625	R2 280
19:00-24:00	R645	R825	R1 020	R900

Please note: Only recorded commercials may be booked in the following time bands:

Monday to Friday 04:00-06:00

Friday 22:00-07:00

Saturday 22:00-07:00

Sunday 20:00-06:00

Rates are based on a 30 second commercial, for alternate durations, please refer to the conversion table on the last page of this rate card.

Broadcast splits and Jacaranda Regional

JACARANDA FM SPLIT BROADCAST CONDITIONS:

No live reads.
No preferred time spots.
No features or sponsorships.
Spots are placed by time channel.
Only 1 ad break per hour.
No broadcast on Sundays.
n/a = not available on splits but it is available on Jacaranda FM's full footprint.
Material deadline is 5 working days prior to broadcast.

JACARANDA REGIONAL (PREVIOUSLY KNOWN AS RMFM):

Refers to a combined Limpopo and Lowveld broadcast area.

Jacaranda Regional broadcasting times:

Monday: Friday: 12:00-16:00
Saturday: 10:00-14:00
Sundays: No broadcast

(Please note colour coding)

ADDITIONAL NOTES:

The time channels have been split to accommodate specific broadcasting times.

Standard time channels are:
Monday - Friday: 15:00-19:00
Saturday: 09:00-12:00 and 12:00-15:00

Features on Jacaranda FM are only available on full footprint including Jacaranda Regional.

JACARANDA FM SPLITS

JACARANDA FM REGIONAL

Mon-Fri	GAUTENG (Including North West)	LIMPOPO	MPUMA-LANGA (Including Lowveld)	Generic	Feature	Live Read
00:00-05:00	n/a	n/a	n/a			
05:00-06:00	R2 850	R585	R585			
06:00-09:00	R14 715	R2 925	R3 240			
09:00-12:00	R6 270	R1 230	R1 950			
12:00-15:00	R6 420	Part of JAC regional	R2 010	R1 215	R1 590	R1 950
15:00-16:00	R7 545		R1 875	R1 215	R1 590	R1 950
16:00-19:00	R7 545	R1 905	R1 875			
19:00-22:00	n/a	n/a	n/a			
22:00-24:00	n/a	n/a	n/a			
Saturday	GAUTENG (Including North West)	LIMPOPO	MPUMA-LANGA (Including Lowveld)	Generic	Feature	Live Read
00:00-05:00	n/a	n/a	n/a			
05:00-09:00	R3 870	R660	R1 440			
09:00-10:00	R4 185	R690	R1 590			
10:00-12:00	R4 185	Part of JAC regional	R1 590	R720	R930	R1 155
12:00-14:00	R1 485		R645	R720	R930	R1 155
14:00-15:00	R1 530	R615	R615			
15:00-19:00	R1 530	R615	R615			
19:00-24:00	n/a	n/a	n/a			

Rates are based on a 30 second commercial, for alternate durations, please refer to the conversion table on the last page of this rate card.

95.9 FM

Adult Contemporary & Jazz Gauteng

MON-FRI	GENERIC	FEATURE	LIVE READ	PREF SPOT
00:00-05:00	R420	R540	R675	R585
05:00-06:00	R1 995	R2 595	R3 195	R2 790
06:00-09:00	R13 005	R16 905	R20 805	R18 210
09:00-12:00	R5 745	R7 470	R9 195	R8 040
12:00-15:00	R5 745	R7 470	R9 195	R8 040
15:00-18:00	R7 605	R9 885	R12 165	R10 635
18:00-19:00 (M-T)*	R10 995	R14 310	R17 610	R15 405
19:00-21:00 (M-T)	R2 505	R3 240	R4 005	R3 495
18:00-21:00 (F)	R4 420	R5 730	R7 707	R6 175
21:00 - 24:00 (M-T)	R2 505	R3 240	R4 005	R3 495
21:00-22:00 (F)	R2 505	n/a	n/a	R3 495
22:00-24:00 (F)	R480	R630	R765	R675
SATURDAY	GENERIC	FEATURE	LIVE READ	PREF SPOT
00:00-05:00	R420	R540	R675	R585
05:00-06:00	R855	n/a	n/a	R1 200
06:00-09:00	R5 400	R7 050	R8 670	R7 590
09:00-11:00	R6 240	R8 100	R9 975	R8 730
11:00-14:00	R6 240	R8 100	R9 975	R8 730
14:00-18:00	R6 390	n/a	n/a	R8 940
18:00-21:00	R3 580	R4 650	R5 725	R5 010
21:00-22:00	R1 500	R1 950	R2 400	R2 100
22:00-24:00	R600	n/a	n/a	R840
SUNDAY	GENERIC	FEATURE	LIVE READ	PREF SPOT
00:00-05:00	R420	R540	R675	R585
05:00-06:00	R600	n/a	n/a	R840
06:00-10:00	R2 692	R3 495	R4 428	R3 772
10:00-14:00	R4 005	R5 190	R6 405	R5 610
14:00-18:00	R3 540	n/a	n/a	R4 965
18:00-22:00	R2 190	R2 850	R3 510	R3 060
22:00-24:00	R450	R585	R720	R630

*Kaya Bizz broadcasts Monday-Thursday only 18:00-19:00.

Please note: Only recorded commercials may be booked in the following time bands:

Monday to Friday 00:00-03:00, 21:00-22:00 (Friday only)

Monday to Thursday 20:00-23:00 (Thurs only), 23:00-24:00

Saturday 01:00-06:00, 14:00-18:00, 22:00-01:00

Sunday 01:00-06:00, 14:00-18:00

Rates are based on a 30 second commercial, for alternate durations, please refer to the conversion table on the last page of this rate card.



90.4 FM

Adult Contemporary

Cape Town

MON-FRI	GENERIC	FEATURE	LIVE READ	PREF SPOT
00:00-04:00	R185	n/a	n/a	R225
04:00-06:00	R280	R360	R420	R330
06:00-09:00	R4 150	R5 400	R6 225	R4 980
09:00-12:00	R2 770	R3 600	R4 155	R3 330
12:00-15:00	R2 770	R3 600	R4 155	R3 330
15:00-19:00	R3 230	R4 200	R4 845	R3 885
19:00-22:00	R280	R360	R420	R330
22:00-24:00	R185	R240	R270	R225
SATURDAY	GENERIC	FEATURE	LIVE READ	PREF SPOT
00:00-06:00	R185	n/a	n/a	R225
06:00-09:00	R1 850	R2 400	R2 775	R2 220
09:00-12:00	R1 850	R2 400	R2 775	R2 220
12:00-15:00	R1 390	R1 800	R2 085	R1 665
15:00-19:00	R1 390	R1 800	R2 085	R1 665
19:00-24:00	R185	R240	R270	R225
SUNDAY	GENERIC	FEATURE	LIVE READ	PREF SPOT
00:00-06:00	R185	n/a	n/a	R225
06:00-09:00	R1 850	R2 400	R2 775	R2 220
09:00-12:00	R1 850	R2 400	R2 775	R2 220
12:00-15:00	R1 390	R1 800	R2 085	R1 665
15:00-19:00	R1 390	R1 800	R2 085	R1 665
19:00-24:00	R185	R240	R270	R225

Please note: Only recorded commercials may be booked in the following time bands:

Monday to Friday 00:00-05:00

Saturday 00:00-06:00; 14:00-18:00; 22:00-24:00

Sunday 00:00-06:00

Rates are based on a 30 second commercial, for alternate durations, please refer to the conversion table on the last page of this rate card.







DIGITAL AUDIO, ONLINE AND SOCIAL MEDIA ADVERTISING

DIGITAL DEFINITIONS	
DIGITAL AUDIO ADVERTISING	Mediamark Digital Audio ads are served into Live, On-Demand, or Podcast content. Audio ads are non-skippable, and can be inserted as Pre, Mid or Post-Roll audio advertisements. Targeting capabilities can be accessed through an integrated DSP.
DIGITAL AUDIO - LIVE STREAMING	Digital Audio - Live streaming advertising is when Internet radio and live streaming digital radio play “sponsor” messages that advertise products and services to consumers, while they listen to the radio via live streaming.
PODCAST	A Digital Audio file made available on the Internet for downloading to a computer or mobile device. Typically available as a series, new instalments are regularly created and can be subscribed to in order to be received automatically as they become available.
AUDIO ON DEMAND	Essentially a catch up service, this is digital audio downloaded by request and not listened to via a live stream eg. full shows; show segments; standalone audio stories or clip.
CONTENT BLOCKS	Content blocks are pieces of client dedicated content published and promoted across the platform on which it is running. This content may take the form of articles, videos, podcasts, or infographics, and is aimed at educating viewers, positioning client as the expert, and promoting product offerings.


DIGITAL AUDIO, ONLINE AND SOCIAL MEDIA ADVERTISING

DIGITAL AUDIO - LIVE STREAMING AND PODCAST






Product:				
Audio Only	R195	R195	R195	n/a
Audio and Companion Ads	R300	R300	R300	n/a
Podcast: On Demand	R400	R400	R400	R400

Live streaming digital audio pricing including targeting is available on request. Bespoke Podcasts on request.

CONTENT BLOCK PACKAGES

Product:							Elements:
Content Block Standard Package	R92 340	R41 000	R88 200	R27 500	R51 605	R25 425	4 x Article Summary, 2 x Facebook Posts & 2 x Twitter Posts
Content Block incl. Digital Premium Package	R129 400	R60 800	R119 860	R43 875	R92 405	R39 385	4 x Article Summary, 2 x Facebook Posts, 4 x Twitter Posts & Digital Banners (Leaderboard ROS & MPU ROS).
# of premium impressions	65 000	Flat rate	65 000	60 000	40 000	Flat rate	

SOCIAL MEDIA PACKAGES

Product:							Elements:
Social Media Standard Package	R100 170	R67 650	R85 860	R33 900	R103 530	R27 000	3 x Facebook Posts & 6 x Twitter Posts.
Social Media Premium Package	R174 780	R122 500	R151 560	R63 600	R176 460	R48 600	6 x Facebook Posts & 10 x Twitter Posts (plus 1 Instagram post on Gagasi FM & Heart FM).







Quoted costs exclude Article Scripting Fees @ approx R 1500 per Article per Station, Script Editing Fees @ approx R 500 per Article per Station. Social Media Boosts @ R1000 per Post for East Coast Radio & Jacaranda FM (Applicable to Facebook ONLY) and @ R500 per Post for Gagasi FM, Heart FM, Smile 90.4 FM and Kaya FM (Applicable to Facebook & Twitter). Boosting costs are not applicable to Instagram posts.



ENSURE YOUR BRAND STANDS OUT WITH ATTENTION GRABBING BUYS ANCHOR REPORTS

ANCHOR REPORTS PACKAGES

Take advantage of appointment listening and heightened awareness - these reports deliver important information aimed to help listeners navigate their day. Anchor Feature Reports include weather, sport, news and traffic. Sponsorships include opening billboard plus 30 second generic spot.

Station	Investment	PLATINUM			PREMIUM			PRICE WIZE			WEEKEND		
		Once PER SHOW all dayparts Monday to Friday 4 Reports			Once PER SHOW AM & PM Drive Monday to Friday 2 Reports			Once PER SHOW Day Time Channels (excl. AM & PM Drive) Monday to Friday 2 Reports			Once PER SHOW Sat & Sun 4 Reports (5 reports on Gagasi FM and Heart FM)		
		1 DAY	1 WEEK	2 WEEKS	1 DAY	1 WEEK	2 WEEKS	1 DAY	1 WEEK	2 WEEKS	1 W/END	2 W/END	3 W/END
 East Coast Radio <small>KEN'S NO.1 HIT MUSIC STATION</small>	Investment	R26 829	R111 788	R156 503	R18 234	R75 975	R106 365	R8 595	R35 813	R50 138	R7 263	R12 105	R14 526
	CPE	R6 707	R5 589	R3 913	R9 117	R7 598	R5 318	R4 298	R3 581	R2 507	R1 816	R1 513	R1 211
 GAGASI FM	Investment	R32 622	R152 918	R244 668	R20 668	R96 881	R155 010	R11 954	R56 036	R89 658	R13 726	R25 736	R30 883
	CPE	R8 156	R7 646	R6 117	R10 334	R9 688	R7 751	R5 977	R5 604	R4 483	R3 432	R3 217	R324
 heart FM <small>cape town's best</small>	Investment	R20 748	R97 256	R155 610	R11 867	R55 628	R89 004	R8 874	R41 595	R66 552	R11 076	R20 768	R24 921
	CPE	R5 187	R4 863	R3 890	R5 934	R5 563	R4 450	R4 437	R4 160	R3 328	R2 769	R2 596	R2 077
 94.2 jacaranda FM	Investment	R35 118	R146 325	R204 855	R22 437	R93 488	R130 883	R12 681	R52 838	R73 973	R9 639	R16 065	R19 278
	CPE	R8 780	R7 316	R5 121	R11 219	R9 349	R6 544	R6 341	R5 284	R3 699	R2 410	R2 008	R1 607
 KAYA <small>HOME OF THE AFROPOP</small>	Investment	R25 038	R104 325	R146 055	R16 074	R66 975	R93 765	R8 964	R37 350	R52 290	R15 534	R25 890	R31 068
	CPE	R6 260	R5 216	R3 651	R8 037	R6 698	R4 688	R4 482	R3 735	R2 615	R3 884	R3 236	R2 589
 smile 96.5 FM	Investment	R10 080	R42 000	R58 800	R5 760	R24 000	R33 600	R4 320	R18 000	R25 200	R5 040	R8 400	R10 080
	CPE	R2 520	R2 100	R1 470	R2 880	R2 400	R1 680	R2 160	R1 800	R1 260	R1 260	R1 050	R840

- CPE: Cost Per Execution of opening billboard plus 30 second recorded commercial.
- Rates are based on a 30 second commercial, for alternate durations, please refer to the conversion table on the last page of this rate card.
- Weekend show times vary per station and can be requested from your Account Manager.
- Packages are subject to availability at time of booking & broadcast. Limited packages are available based on inventory availability.
- Volume incentives will not apply to the above packages as these carry a built-in incentive. The investment, however, will contribute towards the Client volume commitment.



ENSURE YOUR BRAND STANDS OUT WITH ATTENTION GRABBING BUYS PRESENTER LIVE READS

PRESENTER LIVE READ PACKAGES

Use the power and persuasion of much loved station personalities to stand out:
Advertisements read out by the presenters live on air.

Station	Investment	PLATINUM			PREMIUM			PRICE WIZE			WEEKEND		
		Once PER SHOW all dayparts Monday to Friday 4 Live Reads			Once PER SHOW AM & PM Drive Monday to Friday 2 Live Reads			Once PER SHOW Day Time Channels (excl. AM & PM Drive) Monday to Friday 2 Live Reads			Once PER SHOW Sat & Sun 4 Reports (5 reports on Gagasi FM and Heart FM)		
		1 DAY	1 WEEK	2 WEEKS	1 DAY	1 WEEK	2 WEEKS	1 DAY	1 WEEK	2 WEEKS	1 W/END	2 W/END	3 W/END
	Investment	R33 021	R137 588	R192 623	R22 437	R93 488	R130 883	R10 584	R44 100	R61 740	R8 946	R14 910	R15 656
	CPE	R8 255	R6 879	R4 816	R11 219	R9 349	R6 544	R5 292	R4 410	R3 087	R2 237	R1 864	R1 305
	Investment	R30 192	R141 525	R226 440	R19 128	R89 663	R143 460	R11 064	R51 863	R82 980	R12 708	R23 828	R28 593
	CPE	R7 548	R7 076	R5 661	R9 564	R8 966	R7 173	R5 532	R5 186	R4 149	R3 177	R2 979	R2 383
	Investment	R19 188	R89 944	R143 910	R10 980	R51 469	R82 350	R8 208	R38 475	R61 560	R10 248	R19 215	R23 058
	CPE	R4 797	R4 497	R3 598	R5 490	R5 147	R4 118	R4 104	R3 848	R3 078	R2 562	R2 402	R1 922
	Investment	R43 218	R180 075	R252 105	R27 612	R115 050	R161 070	R15 606	R65 025	R91 035	R11 853	R19 755	R20 743
	CPE	R10 805	R9 004	R6 303	R13 806	R11 505	R8 054	R7 803	R6 503	R4 552	R2 963	R2 469	R1 729
	Investment	R30 816	R128 400	R179 760	R19 782	R82 432	R115 395	R11 034	R45 975	R64 365	R19 143	R31 905	R33 500
	CPE	R7 704	R6 420	R4 494	R9 891	R8 243	R5 770	R5 517	R4 598	R3 218	R4 786	R3 988	R2 792
	Investment	R11 628	R48 450	R67 830	R6 642	R27 675	R38 745	R4 986	R20 775	R29 085	R5 832	R9 720	R10 206
	CPE	R2 907	R2 423	R1 696	R3 321	R2 768	R1 937	R2 493	R2 078	R1 454	R1 458	R1 215	R851

Note:

- CPE: Cost Per Execution of 30 second live read commercial.
- Rates are based on a 30” commercial, for alternate duration, please refer to the conversion table on the last page of this ratecard.
- Weekend show times vary per station and can be requested from your Account Manager.
- Packages are subject to availability at time of booking & broadcast. Limited packages are available based on inventory availability.
- Volume incentives will not apply to the above packages as these carry a built-in incentive. The investment, however, will contribute towards the Client volume commitment.

Terms and Conditions for Terrestrial Broadcast only

GENERAL

- Rates quoted exclude VAT.
- Rate card effective from 7 July 2020.
- This rate card is issued for the information of advertisers and advertising agencies and does not constitute an offer by Mediamark.
- Confirmation of orders placed with Mediamark will be issued to verify the commercials booked. This will be deemed correct unless written notice contrary to such confirmation is received in writing within 2 working days after the confirmation has been issued.
- Compensation for spots not flighted on a station or stations will be given in generic airtime. No credits will be passed. All compensation will be on 'like for like' basis.
- Station and Mediamark liability for spots not flighted and/or incorrectly flighted is limited to the value of the spots not flighted and/or incorrectly flighted.
- The advertiser or advertising practitioner indemnifies Mediamark and the Stations represented by Mediamark for damages resulting from any advertisements placed on any Station within the Mediamark portfolio.
- The rates represented in this document are the sole rates applicable for the period and supersedes all previous rates. Note that Terrestrial Broadcasting Rates exclude Digital Audio, and vice versa.
- This is a nett rate card and excludes any negotiated incentives and/or discounts.
- Added Value is subject to availability at time of booking and broadcast.
- Added Value is calculated based on the investment amount, excluding VAT and calculated on rate card rates.
- This Ratecard is for Terrestrial Broadcast only.
- Actual broadcast times may differ from scheduled time due to programming changes.
- This rate card replaces existing booked order rates unless otherwise negotiated.
- All rates quoted are in respect of 30 second commercials.
- The rates for other durations are calculated as per the table on the rate card, and rounded up to the nearest Rand.
- E&OE.

PREFERRED SPOTS AND LIVE READS

- Preferred spots can be placed within the ad break or within the hour.
- Preferred spots can only be placed in an ad break – not in programming time.
- Spots cannot be given preferred positioning placement within an ad break.
- Live Read Preferred spots will carry an additional surcharge.
- Please contact your Account Manager for creative executions outside the above parameters.

RADIO MATERIAL REQUIREMENTS

- The material deadline for advertising material is 3 working days prior to broadcast.

- Material deadline on the Jacaranda FM split is 5 working days prior to broadcast.
- Mediamark accepts material via e-mail, Adstream and MediaSend. We do not download material via Wettransfer or any FTP site.

Acceptable format for advertising material:

- a) Format: MPEG Layer 2
Bit Rate: 256kb/s
Sample Rate: 44.1kHz
No Padding
No ID3 TAGS
- b) Format: WAV Stereo
Bit Rate: 44.1kHz
- MP3 is NOT an acceptable broadcasting format.
- Mediamark reserves the right to levy a fee for recorded audio proof of broadcast requests.

Acceptable Broadcast Language for Commercials

- East Coast Radio: English only
- Gagasi FM: English and Zulu only
- Heart FM: English and Afrikaans only
- Jacaranda FM: English and Afrikaans only
- Kaya FM: English only
- Smile 90.4 FM: English and Afrikaans only

CANCELLATION OF AIRTIME BOOKED

- Cancellation must be submitted in writing to Mediamark no later than 28 days prior to broadcast, regardless of date of application.
- Failure to do so will result in a 100% cancellation penalty.

ANNUAL COMMITMENT INCENTIVES

- All annual commitment incentives require the recipient's written approval.
- Should the client/agency not respond in writing within 10 working days of receipt of the incentive letter, it would be deemed accepted and implemented as proposed.

FEATURE SPONSORSHIP TERMS

- Consists of an Opening Billboard (OBB) and a generic spot.
- All OBB's allow for 10 words following the sponsor's name.
- Live Read commercials, as part of a feature sponsorship, will carry an additional surcharge.
- Subject to availability at time of booking and broadcast.
- Broadcast sequence differs according to individual station programming format, e.g. OBB, Feature, Generic spot.
- Please contact your Account Manager for creative executions outside the above parameters.
- Programming reserves the right to change the timing and format of a sponsorship.
- Programming reserves the right to cancel certain sponsorships on Public Holidays.
- Features on Jacaranda FM are only available on full footprint including Jacaranda Regional.

CONVERSION TABLE:

Duration	5"	10"	15"	20"	25"	30"	35"	40"	45"	50"	55"	60"
Multiply by	0.5	0.6	0.7	0.8	0.9	1.0	1.17	1.33	1.5	1.67	1.83	2.0

Durations over 50" to be approved by Stations prior to booking and broadcast.

Rates exclude VAT, Standard Terms and Conditions apply. E&OE.