



# Mediamark

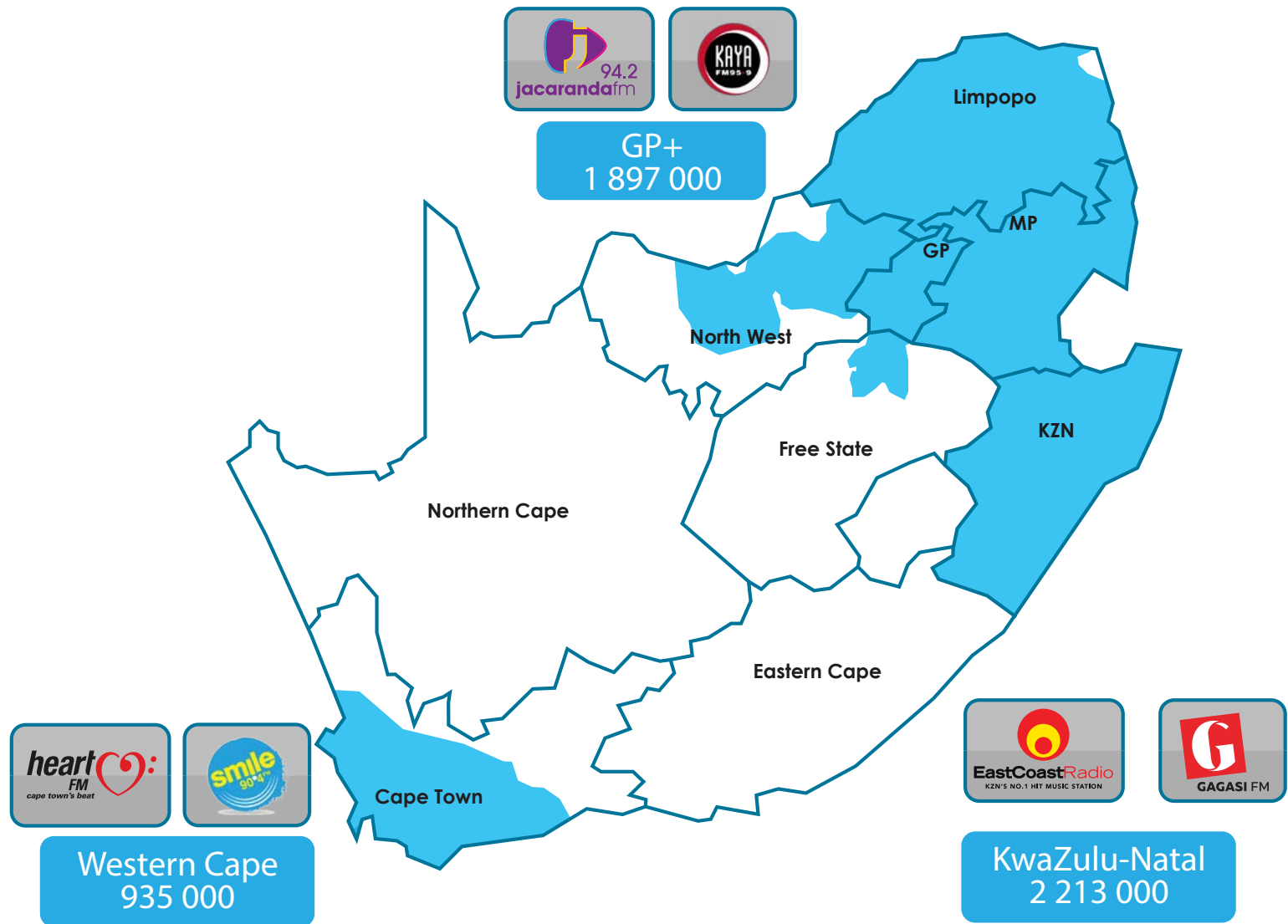
# RATE CARD

**RADIO | DIGITAL AUDIO | BROADCAST DIGITAL**

Effective 7 January 2021

Mediamark's stations' reach an unduplicated audience of 5 million, with strong representation across the country's Golden Triangle, namely Gauteng, KwaZulu-Natal and the Western Cape.

Click on the station's logo for a detailed coverage map or footprint.



Radio Past 7 Days  
Listenership Adults 15+

\*Mediamark terrestrial radio audiences as per BRC RAM April 2019 – March 2020



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Mediamark



GUARANTEED | TARGET | SEGMENTS

Have you seen our new Guaranteed  
Audience Segment Solutions?

# Hit Music, Big Stars, Big winning moments – KZN's NO.1 Hit Music Station



EastCoastRadio is Kwazulu-Natal's number one hit music station for inspiring content, updated information and making memories. It is the leading English commercial radio station in KZN, boasting an overall listenership of **1 022 000** people.



HOME

ECR

GAGASI FM

HEART FM

JAC FM

KAYA FM

SMILE FM

# Hit Music, Big Stars, Big winning moments – KZN's NO.1 Hit Music Station



MON-FRI	GENERIC
00:00-04:00	R270
04:00-06:00	R1 170
06:00-09:00	R15 495
09:00-12:00	R5 535
12:00-15:00	R5 490
15:00-19:00	R7 875
19:00-22:00	R1 605
22:00-24:00	R285

SATURDAY	GENERIC
00:00-06:00	R285
06:00-09:00	R4 785
09:00-12:00	R4 785
12:00-15:00	R1 560
15:00-19:00	R1 560
19:00-24:00	R540

SUNDAY	GENERIC
00:00-06:00	R270
06:00-09:00	R1 875
09:00-12:00	R1 920
12:00-15:00	R1 050
15:00-19:00	R1 050
19:00-24:00	R330

**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

**CONVERSION TABLES:**

Rates are based on a 30 second commercial, for alternate durations and loadings, please refer to the conversion tables below

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

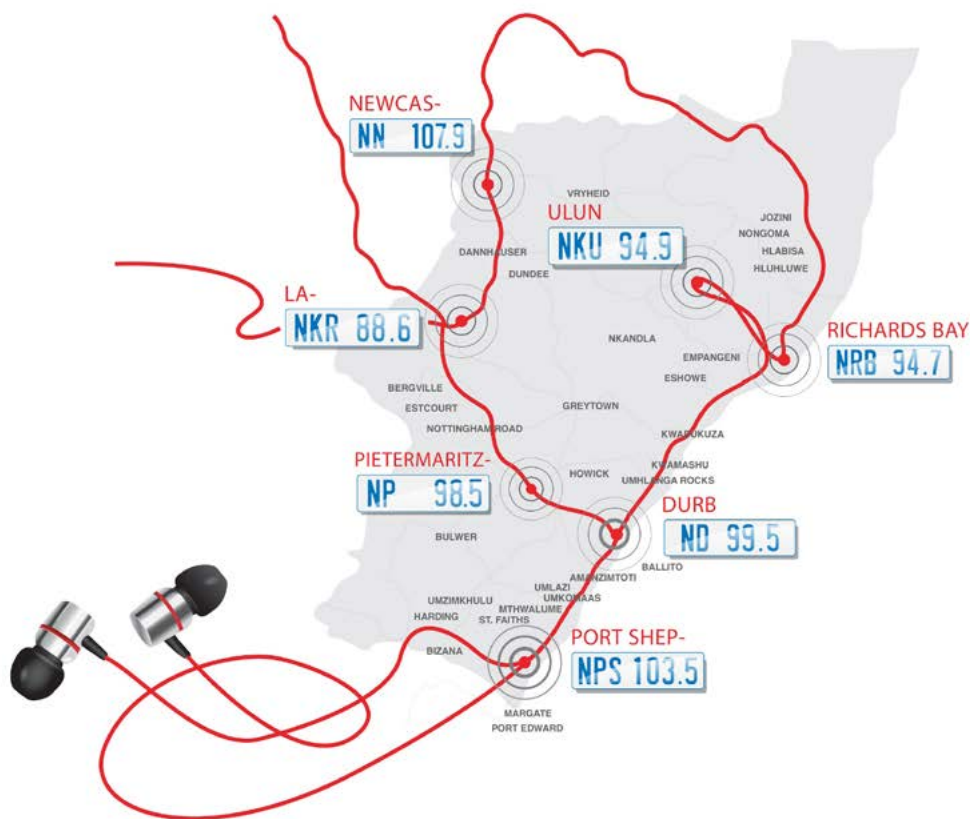
Durations over 50" to be approved by Stations prior to booking and broadcast.

Loadings	Live Read	Feature	Pref Spot
Multiply generic rate by	1.6	1.3	1.4



# We are **Glocal**

Connect with SA's leading regional commercial radio station and discover how Gagasi FM can connect your brand with the economic influencers of KwaZulu-Natal. Gagasi FM is in-touch with what matters most to KZN, engaging with close to **1.2 million** urban and peri-urban black consumers across its multi-platform offering. Gagasi FM is deeply rooted in KZN with a global perspective, connecting with its consumers in Zunglish – a mix of English and IsiZulu. Let us connect and take your brand to the next level!



- HOME
- ECR
- GAGASI FM
- HEART FM
- JAC FM
- KAYA FM
- SMILE FM

# We are Glocal

MON-FRI	GENERIC
00:00-04:00	R570
04:00-06:00	R1 695
06:00-09:00	R8 775
09:00-12:00	R4 170
12:00-15:00	R4 470
15:00-19:00	R6 165
19:00-22:00	R1 950
22:00-24:00	R810

SATURDAY	GENERIC
00:00-06:00	R540
06:00-09:00	R2 250
09:00-12:00	R2 595
12:00-15:00	R1 650
15:00-19:00	R1 830
19:00-24:00	R900

SUNDAY	GENERIC
00:00-06:00	R570
06:00-09:00	R1 590
09:00-12:00	R1 620
12:00-15:00	R1 005
15:00-19:00	R1 065
19:00-24:00	R690

## GAGASI FM MOBILE APP

SECTION	RATE CARD CPM	DURATION/WEEKS
Billboard	R8 120	1 Week
Billboard Exclusivity	R20 300	1 Week
Directory Listing	R3 400	1 Month
Dial Board	R2 500	1 Month
Live Stream Pre Roll	R5 400	1 Week
Podcast Stream Pre Roll	R3 400	1 Week
Brand Channel	POR	Customised to clients requirements
Direct Message	R1.80 Per message	Customised to clients requirements

## CONVERSION TABLES:

Rates are based on a 30 second commercial, for alternate durations and loadings, please refer to the conversion tables below

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.

Loadings	Live Read	Feature	Pref Spot
Multiply generic rate by	1.6	1.3	1.4



# The Mother City's Number 1 Radio Station



Heart FM has a total past 7 day listenership of **746 000** listeners, Heart FM is a trusted member of the community, a thought leader, an all-round entertainer and is in touch with the values that Capetonians hold most dearly.



- HOME
- ECR
- GAGASI FM
- HEART FM
- JAC FM
- KAYA FM
- SMILE FM



# The Mother City's Number 1 Radio Station



MON-FRI	GENERIC
00:00-04:00	R255
04:00-06:00	R540
06:00-09:00	R4 830
09:00-12:00	R3 210
12:00-15:00	R3 210
15:00-19:00	R3 750
19:00-22:00	R1 080
22:00-24:00	R285

SATURDAY	GENERIC
00:00-06:00	R255
06:00-09:00	R1 650
09:00-12:00	R1 890
12:00-15:00	R1 410
15:00-19:00	R1 410
19:00-24:00	R645

SUNDAY	GENERIC
00:00-06:00	R255
06:00-09:00	R1 650
09:00-12:00	R1 890
12:00-15:00	R1 410
15:00-19:00	R1 410
19:00-24:00	R645

**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

**CONVERSION TABLES:**

Rates are based on a 30 second commercial, for alternate durations and loadings, please refer to the conversion tables below

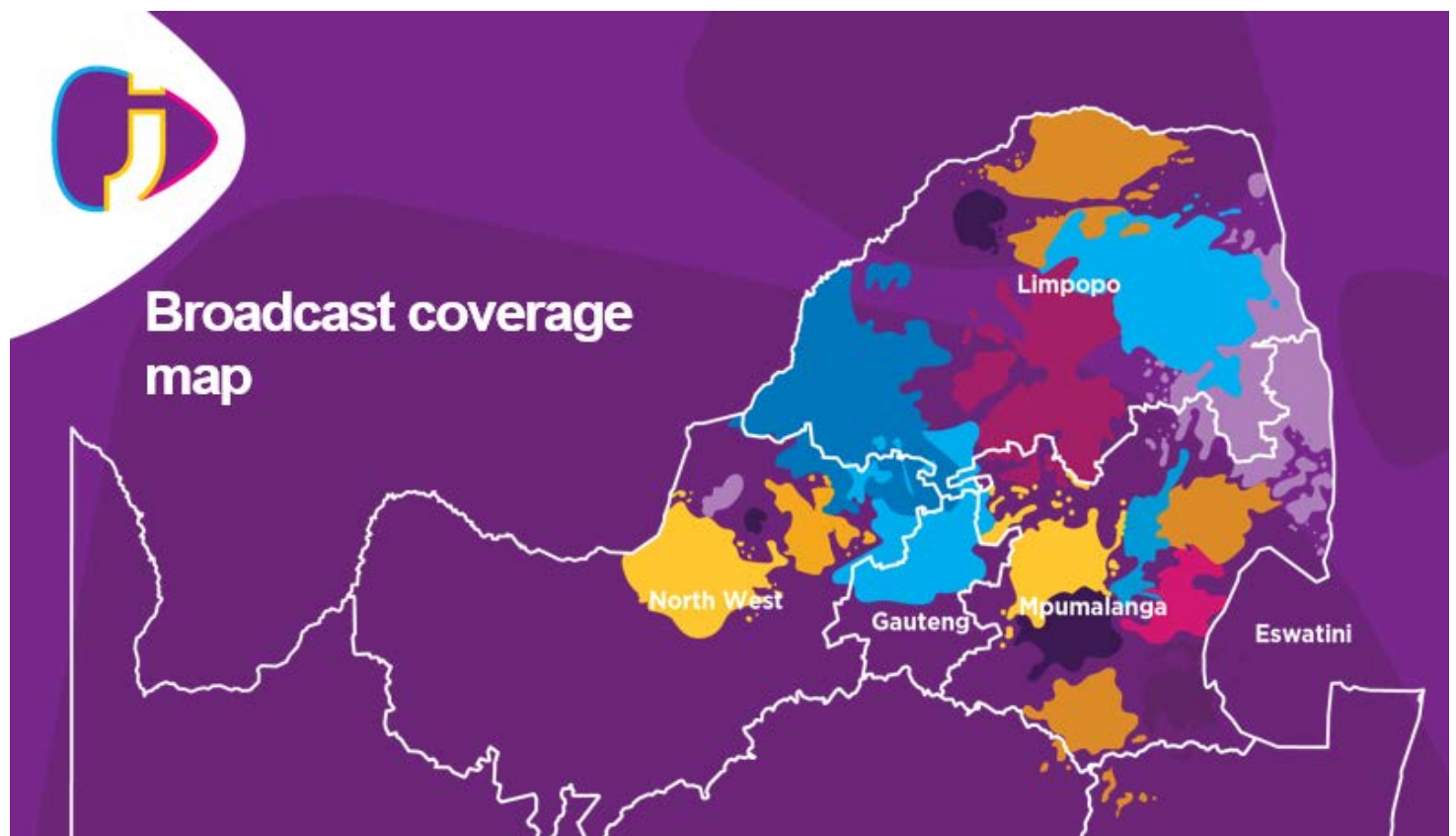
Duration	5"	10"	15"	20"	25"	30"	35"	40"	45"	50"	55"	60"
Multiply by	0.5	0.6	0.7	0.8	0.9	1.0	1.17	1.33	1.5	1.67	1.83	2.0

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

Loadings	Live Read	Feature	Pref Spot
Multiply generic rate by	1.6	1.3	1.4

# 94.2 FM Adult Contemporary Gauteng, Limpopo, Mpumalanga & North West

Broadcasts in English and Afrikaans to **1 120 000** listeners across Gauteng, North West, Limpopo and Mpumalanga. Johannesburg and Pretoria are pivotal areas and 89% of Jacaranda FM listeners in Gauteng reside here.



HOME

ECR

GAGASI FM

HEART FM

JAC FM

KAYA FM

SMILE FM



# 94.2 FM

## Adult Contemporary

### Gauteng, Limpopo, Mpumalanga & North West

MON-FRI	GENERIC
00:00-04:00	R420
04:00-06:00	R3 300
06:00-09:00	R18 615
09:00-12:00	R8 280
12:00-15:00	R7 965
15:00-19:00	R10 140
19:00-22:00	R1 305
22:00-24:00	R420

SATURDAY	GENERIC
00:00-06:00	R420
06:00-09:00	R5 400
09:00-12:00	R5 955
12:00-15:00	R1 950
15:00-19:00	R1 965
19:00-24:00	R855

SUNDAY	GENERIC
00:00-06:00	R435
06:00-09:00	R2 580
09:00-12:00	R2 775
12:00-15:00	R1 665
15:00-19:00	R1 635
19:00-24:00	R645

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

Monday to Friday 01:00-06:00

Friday 22:00-07:00

Saturday 22:00-07:00

Sunday 20:00-06:00

**CONVERSION TABLES:**

Rates are based on a 30 second commercial, for alternate durations and loadings, please refer to the conversion tables below

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.

Loadings	Live Read	Feature	Pref Spot
Multiply generic rate by	1.6	1.3	1.4

# 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
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
15:00-16:00	R7 545		R1 875	*R1 215
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
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
12:00-14:00	R1 485		R645	*R720
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	

\*During the Jacaranda FM regional broadcast time Monday to Friday 12h00 - 16h00 and Saturday 10h00 - 14h00, there are features and live reads available. Please refer to the conversion tables for pricing.

## CONVERSION TABLES:

Rates are based on a 30 second commercial, for alternate durations and loadings, please refer to the conversion tables below

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

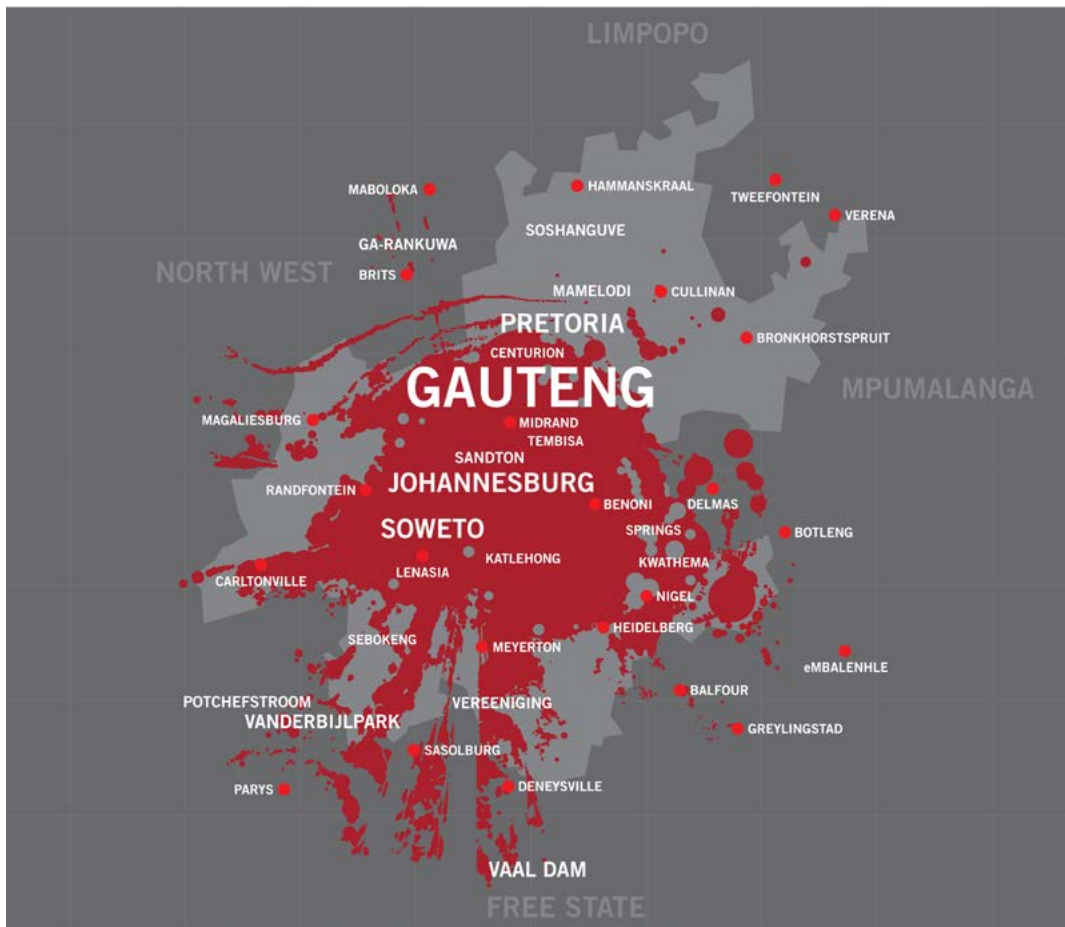
Durations over 50" to be approved by Stations prior to booking and broadcast.

Loadings	Live Read	Feature	Pref Spot
Multiply generic rate by	1.6	1.3	1.4





Kaya FM has a past 7 day listenership of **777 000** listeners, predominantly black. The core target market is urban listeners between the ages of 25 and 49 in Gauteng. Kaya FM offers a rich mix of music, news, sport and topic-driven features.



- HOME
- ECR
- GAGASI FM
- HEART FM
- JAC FM
- KAYA FM
- SMILE FM

Source: BRC RAM Apr2019-Mar2020



# 95.9 FM Adult Contemporary & Jazz Gauteng

MON-FRI	GENERIC	SATURDAY	GENERIC	SUNDAY	GENERIC
00:00-05:00	R420	00:00-05:00	R420	00:00-05:00	R420
05:00-06:00	R1 995	05:00-06:00	R855	05:00-06:00	R600
06:00-09:00	R13 005	06:00-09:00	R5 400	06:00-10:00	R2 692
09:00-12:00	R5 745	09:00-11:00	R6 240	10:00-14:00	R4 005
12:00-15:00	R5 745	11:00-14:00	R6 240	14:00-18:00	R3 540
15:00-18:00	R7 605	14:00-18:00	R6 390	18:00-22:00	R2 190
18:00-19:00 (M-T)*	R10 995	18:00-21:00	R3 580	22:00-24:00	R450
19:00-21:00 (M-T)	R2 505	21:00-22:00	R1 500		
18:00-21:00 (F)	R4 420	22:00-24:00	R600		
21:00 - 24:00 (M-T)	R2 505				
21:00-22:00 (F)	R2 505				
22:00-24:00 (F)	R480				

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

**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

**CONVERSION TABLES:**

Rates are based on a 30 second commercial, for alternate durations and loadings, please refer to the conversion tables below

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.

Loadings	Live Read	Feature	Pref Spot
Multiply generic rate by	1.6	1.3	1.4



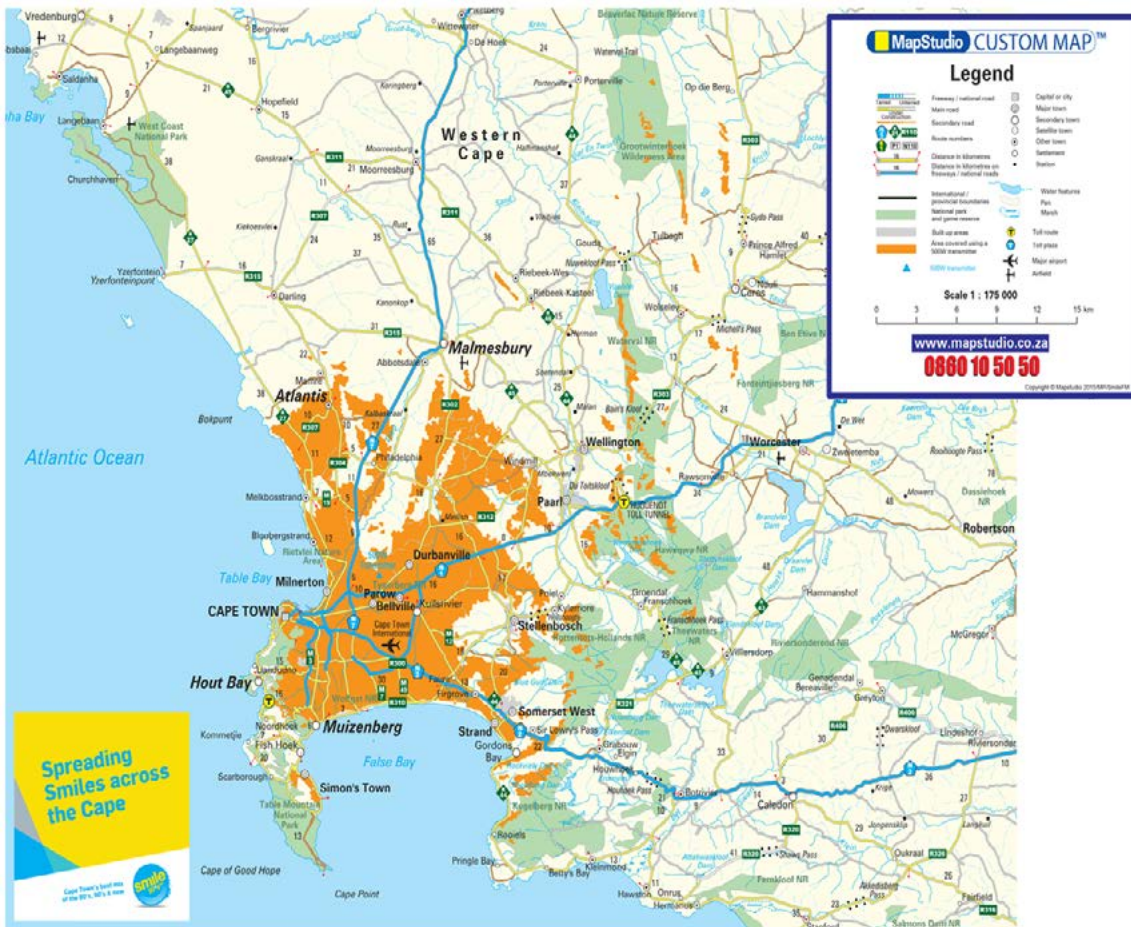
# Smile 90.4 FM



## 90.4 FM

# Better Music And More of it Cape Town

Smile 90.4FM has a total past 7 day listenership of **189 000** listeners across the Cape Metro. The station plays Cape Town's best mix of the 80's, 90's & now and amplifies the good news in the Mother City.



- HOME
- ECR
- GAGASI FM
- HEART FM
- JAC FM
- KAYA FM
- SMILE FM



## 90.4 FM

# Better Music And More of it Cape Town

MON-FRI	GENERIC
00:00-04:00	R185
04:00-06:00	R280
06:00-09:00	R4 150
09:00-12:00	R2 770
12:00-15:00	R2 770
15:00-19:00	R3 230
19:00-22:00	R750
22:00-24:00	R185

SATURDAY	GENERIC
00:00-06:00	R185
06:00-09:00	R1 850
09:00-12:00	R1 850
12:00-15:00	R1 390
15:00-19:00	R1 390
19:00-24:00	R185

SUNDAY	GENERIC
00:00-06:00	R185
06:00-09:00	R1 850
09:00-12:00	R1 850
12:00-15:00	R1 390
15:00-19:00	R1 390
19:00-24:00	R185

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

Monday to Friday 00:00-05:00 and Friday 22:00-00:00

Saturday 00:00-06:00 and 22:00-00:00

Sunday 00:00-06:00 and 22:00-00:00

**SMILE 90.4FM MOBILE APP**

APP (FORMAT: JPG OR GIF)	
Opening Billboard - 1360x1360px	R1 800/week

**CONVERSION TABLES:**

Rates are based on a 30 second commercial, for alternate durations and loadings, please refer to the conversion tables below

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.

Loadings	Live Read	Feature	Pref Spot
Multiply generic rate by	1.6	1.3	1.4





# East Coast Radio & Jacaranda Fm

## First Party Combo Data Package

### FIRST PARTY COMBO DATA PACKAGE

Tailormade Data products for any Brand looking for insights, using customised questions. Surveys are done utilising an extensive database.

PRODUCT NAME	DESCRIPTION	 East Coast Radio KZN'S NO. 1 HIT MUSIC STATION	 94.2 jacarandafm	JOINT INVESTMENT
<b>Pinpoll Survey</b>	Incentivised 10 custom question survey to a minimum sample size of 350. <ul style="list-style-type: none"> <li>Lead generation with opt in database, promotional social media campaign and incentive included.</li> <li>The pinpoll survey is contextualised with related content on our website (available across the site), customised with client branding, a client advert included in the survey.</li> <li>includes first party data audience insights on participants (via Pinpoll DMP).</li> <li>Option to re-target ads to survey participants and lookalike audiences within our DMP based on interests via our DMP and Programmatic platform.</li> </ul>	R140 000	R140 000	R200 000
<b>Standard Survey</b>	Incentivised 10 custom question survey to a minimum sample size of 350. <ul style="list-style-type: none"> <li>Lead generation with opt in, promotional social media campaign and incentive included.</li> </ul>	R50 000	R50 000	R80 000
<b>WhatsApp Bot</b>	A companion 2-3 question incentivised survey that can be added as an extension of an existing campaign, ideal for Lead Generation and Direct Digital Marketing.	R20 000	R20 000	R30 000

#### Terms and Conditions






- Surveys are subject to approval and availability, with a maximum of 2 client surveys/ month
- Whatsapp return questions can only be purchased as an element of a client competition/ campaign, and cannot exceed 3 questions
- All surveys/ polls must include an incentive, to be approved by station
- The minimum cash incentive is R2000 for 1 winner. If more than one winner is required, a R1000 incentive for 3 winners will apply
- The Market Engagement Manager may change a question if it does not fit the radio station brand tone to increase audience participation, with any changes to be communicated to client in advance
- All Lead Generation campaigns require an opt in
- Neither Raw Data nor Profiles of respondents may be shared without an opt in
- One week is required to gather responses
- A client presentation will be shared a minimum of one week after the survey closing date
- All costs quoted exclude VAT. See [www.Mediamark.co.za](http://www.Mediamark.co.za) for more t's and c's

# Digital Audio, Online And Social Media Advertising

DIGITAL DEFINITIONS	
<b>DIGITAL AUDIO ADVERTISING</b>	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. Targetting capabilities can be accessed through an integrated DSP.
<b>DIGITAL AUDIO - LIVE STREAMING</b>	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.
<b>PODCAST</b>	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.
<b>AUDIO ON DEMAND</b>	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.
<b>CONTENT BLOCKS</b>	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	R200
Audio and Companion Ads	R300	R300	R300	n/a	R320
Podcast: On Demand	R400	R400	R400	R400	R450

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

## CONTENT BLOCK PACKAGES

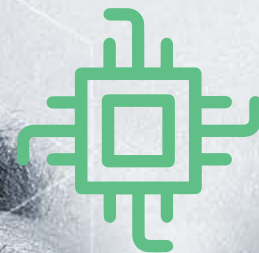
Product:							Elements:
Content Block Standard Package	R92 340	R41 000	R88 200	R27 500	R51 605	R25 425	4 x Article Summary, 2 x Facebook Posts & 2 x Twitter Posts
Content Block incl. Digital Premium Package	R129 400	R60 800	R119 860	R43 875	R92 405	R39 385	4 x Article Summary, 2 x Facebook Posts, 4 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

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			Once PER SHOW AM & PM Drive Monday to Friday			Once PER SHOW Day Time Channels (excl. AM & PM Drive) Monday to Friday			Once PER SHOW Sat & Sun		
	Duration	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
	No of spots	4	20	40	2	10	20	2	10	20	4	8	12
 EastCoastRadio KZN'S NO.1 HIT MUSIC STATION	Saving	40%	50%	65%	40%	50%	65%	40%	50%	65%	40%	50%	60%
	Investment	R26 828	R111 785	R156 499	R18 229	R75 953	R106 334	R8 600	R35 833	R50 166	R7 266	R12 110	R14 532
	Value	R44 714	R223 570	R447 140	R30 381	R151 905	R303 810	R14 333	R71 665	R143 330	R12 110	R24 220	R36 330
	CPE	R6 707	R5 589	R3 912	R9 114	R7 595	R5 317	R4 300	R3 583	R2 508	R1 817	R1 514	R1 211
 GAGASI FM	Saving	20%	25%	40%	20%	25%	40%	20%	25%	40%	20%	25%	40%
	Investment	R32 622	R152 917	R244 667	R20 668	R96 882	R155 012	R11 954	R56 035	R89 655	R9 496	R17 805	R21 366
	Value	R40 778	R203 889	R407 778	R25 835	R129 176	R258 353	R14 943	R74 713	R149 426	R11 870	R23 741	R35 611
	CPE	R8 156	R7 646	R6 117	R10 334	R9 688	R7 751	R5 977	R5 604	R4 483	R2 374	R2 226	R1 781
 heart FM cape town's beat	Saving	20%	25%	40%	20%	25%	40%	20%	25%	40%	20%	25%	40%
	Investment	R20 748	R97 256	R155 610	R11 874	R55 661	R89 057	R8 874	R41 596	R61 560	R8 794	R16 489	R19 786
	Value	R25 935	R129 675	R259 350	R14 843	R74 214	R148 428	R11 092	R55 461	R102 600	R10 992	R21 985	R32 977
	CPE	R5 187	R4 863	R3 890	R5 937	R5 566	R4 453	R4 437	R4 160	R3 078	R2 199	R2 061	R1 649
 94.2 jacarandafm	Saving	40%	50%	65%	40%	50%	65%	40%	50%	65%	40%	50%	60%
	Investment	R35 100	R146 250	R204 750	R22 429	R93 455	R130 837	R12 671	R52 798	R73 917	R9 629	R16 049	R19 259
	Value	R58 500	R292 500	R585 000	R37 382	R186 910	R373 820	R21 119	R105 595	R211 190	R16 049	R32 098	R48 147
	CPE	R8 775	R7 313	R5 119	R11 215	R9 346	R6 542	R6 336	R5 280	R3 696	R2 407	R2 006	R1 605
 KAYA FM	Saving	40%	50%	65%	40%	50%	65%	40%	50%	65%	40%	50%	60%
	Investment	R25 038	R104 325	R146 055	R16 076	R66 983	R93 776	R8 962	R37 343	R52 280	R15 561	R25 935	R31 122
	Value	R41 730	R208 650	R417 300	R26 793	R133 965	R267 930	R14 937	R74 685	R149 370	R25 935	R51 870	R77 805
	CPE	R6 260	R5 216	R3 651	R8 038	R6 698	R4 689	R4 481	R3 734	R2 614	R3 890	R3 242	R2 594
 smile 90.4	Saving	40%	50%	65%	40%	50%	65%	40%	50%	65%	40%	50%	60%
	Investment	R10 078	R41 990	R58 786	R5 756	R23 985	R33 579	R4 321	R18 005	R25 207	R5 054	R8 424	R10 109
	Value	R16 796	R83 980	R167 960	R9 594	R47 970	R95 940	R7 202	R36 010	R72 020	R8 424	R16 848	R25 272
	CPE	R2 519	R2 100	R1 470	R2 878	R2 399	R1 679	R2 161	R1 801	R1 260	R1 264	R1 053	R842







- 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			Once PER SHOW AM & PM Drive Monday to Friday			Once PER SHOW Day Time Channels (excl. AM & PM Drive) Monday to Friday			Once PER SHOW Sat & Sun		
	Duration	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
	No of spots	4	20	40	2	10	20	2	10	20	4	8	12
 KZN'S NO.1 HIT MUSIC STATION	Saving	40%	50%	65%	40%	50%	65%	40%	50%	65%	40%	50%	60%
	Investment	R33 019	R137 580	R192 612	R22 435	R93 480	R130 872	R10 584	R44 100	R61 740	R8 942	R14 904	R17 885
	Value	R55 032	R275 160	R550 320	R37 392	R186 960	R373 920	R17 640	R88 200	R176 400	R14 904	R29 808	R44 712
	CPE	R8 255	R6 879	R4 815	R11 218	R9 348	R6 544	R5 292	R4 410	R3 087	R2 236	R1 863	R1 490
 GAGASI FM	Saving	20%	25%	40%	20%	25%	40%	20%	25%	40%	20%	25%	40%
	Investment	R30 192	R141 525	R226 440	R19 128	R89 663	R226 440	R11 064	R51 863	R82 980	R8 796	R16 493	R19 791
	Value	R37 740	R188 700	R377 400	R23 910	R119 550	R377 400	R13 830	R69 150	R138 300	R10 995	R21 990	R32 985
	CPE	R7 548	R7 076	R5 661	R9 564	R8 966	R11 322	R5 532	R5 186	R4 149	R2 199	R2 062	R1 649
 cape town's beat	Saving	20%	25%	40%	20%	25%	40%	20%	25%	40%	20%	25%	40%
	Investment	R19 188	R89 944	R143 910	R10 980	R51 469	R143 910	R8 208	R38 475	R61 560	R8 136	R15 255	R18 306
	Value	R23 985	R119 925	R239 850	R13 725	R68 625	R239 850	R10 260	R51 300	R102 600	R10 170	R20 340	R30 510
	CPE	R4 797	R4 497	R3 598	R5 490	R5 147	R7 196	R4 104	R3 848	R3 078	R2 034	R1 907	R1 526
 94.2 jacarandafm	Saving	40%	50%	65%	40%	50%	65%	40%	50%	65%	40%	50%	60%
	Investment	R43 200	R180 000	R252 000	R27 605	R115 020	R161 028	R15 595	R64 980	R90 972	R11 851	R19 752	R23 702
	Value	R72 000	R360 000	R720 000	R46 008	R230 040	R460 080	R25 992	R129 960	R259 920	R19 752	R39 504	R59 256
	CPE	R10 800	R9 000	R6 300	R13 802	R11 502	R8 051	R7 798	R6 498	R4 549	R2 963	R2 469	R1 975
 KAYA FM 95.9	Saving	40%	50%	65%	40%	50%	65%	40%	50%	65%	40%	50%	60%
	Investment	R30 816	R128 400	R179 760	R19 786	R82 440	R115 416	R11 030	R45 960	R64 344	R19 152	R31 920	R38 304
	Value	R51 360	R256 800	R513 600	R32 976	R164 880	R329 760	R18 384	R91 920	R183 840	R31 920	R63 840	R95 760
	CPE	R7 704	R6 420	R4 494	R9 893	R8 244	R5 771	R5 515	R4 596	R3 217	R4 788	R3 990	R3 192
 smile 90.5	Saving	40%	50%	65%	40%	50%	65%	40%	50%	65%	40%	50%	60%
	Investment	R12 403	R51 680	R72 352	R7 085	R29 520	R41 328	R5 318	R22 160	R31 024	R6 221	R10 368	R12 442
	Value	R20 672	R103 360	R206 720	R11 808	R59 040	R118 080	R8 864	R44 320	R88 640	R10 368	R20 736	R31 104
	CPE	R3 101	R2 584	R1 809	R3 542	R2 952	R2 066	R2 659	R2 216	R1 551	R1 555	R1 296	R1 037

- 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.

# These terms and conditions apply to terrestrial broadcast only.

## GENERAL

- Rates quoted exclude VAT.
- Rate card effective from 7 January 2021.
- 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.
- Scheduled advertising may playout up to 5 minutes outside of the scheduled time channel due to potential programming overruns.
- Spots that are broadcast more than 5 minutes outside of the agreed schedule, will be compensated.

## 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.

## CONVERSION TABLES:

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.

Loadings	Live Read	Feature	Pref Spot
Multiply generic rate by	1.6	1.3	1.4

## 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 Wetransfer 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.

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