



Mediamark

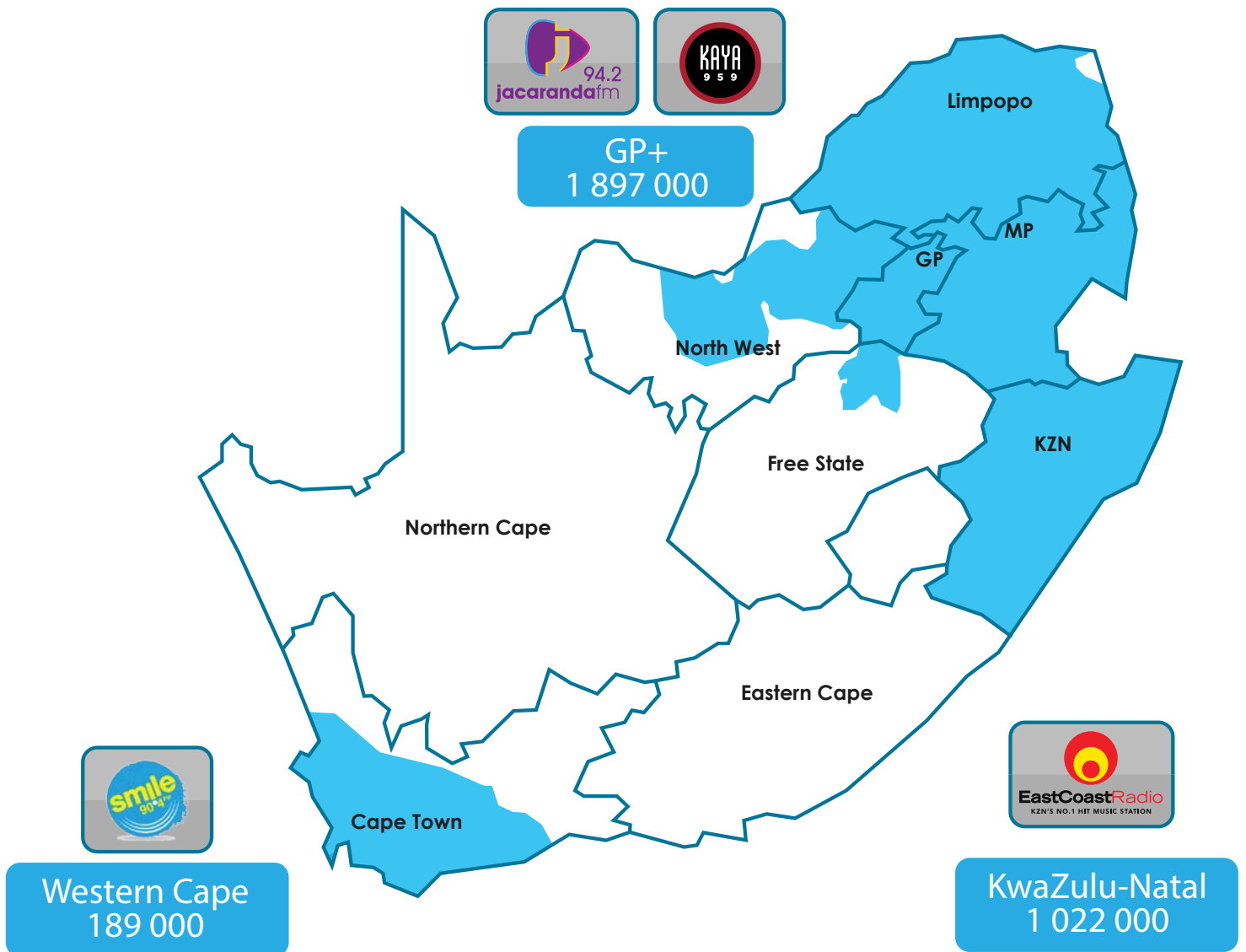
RATE CARD

RADIO | DIGITAL AUDIO | BROADCAST DIGITAL

Effective 1 July 2021

Mediamark represents premium radio brands who reach an unduplicated audience of 3 million listeners, with strong representation across the country's Golden Triangle, namely Gauteng, KwaZulu-Natal, and the Western Cape.

Click on the stations' logo for a detailed coverage map.



Source: Radio Past 7 Days Listenership, Adults 15+. Mediamark terrestrial radio audiences as per BRC RAM April 2019 – March 2020

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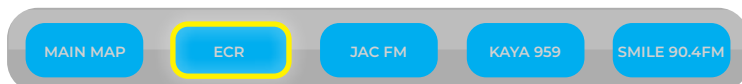
Terms and Conditions

[CLICK HERE FOR INNOVATIVE
PRICING PRODUCTS](#)

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



East Coast Radio is KwaZulu-Natal's NO. 1 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.



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



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MON-FRI	GENERIC
00:00-04:00	R285
04:00-06:00	R1 230
06:00-09:00	R16 275
09:00-12:00	R5 805
12:00-15:00	R5 760
15:00-19:00	R8 265
19:00-22:00	R1 680
22:00-24:00	R300

SATURDAY	GENERIC
00:00-06:00	R300
06:00-09:00	R5 025
09:00-12:00	R5 025
12:00-15:00	R1 635
15:00-19:00	R1 635
19:00-24:00	R570

SUNDAY	GENERIC
00:00-06:00	R285
06:00-09:00	R1 965
09:00-12:00	R2 010
12:00-15:00	R1 110
15:00-19:00	R1 110
19:00-24:00	R345

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

Sunday 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.

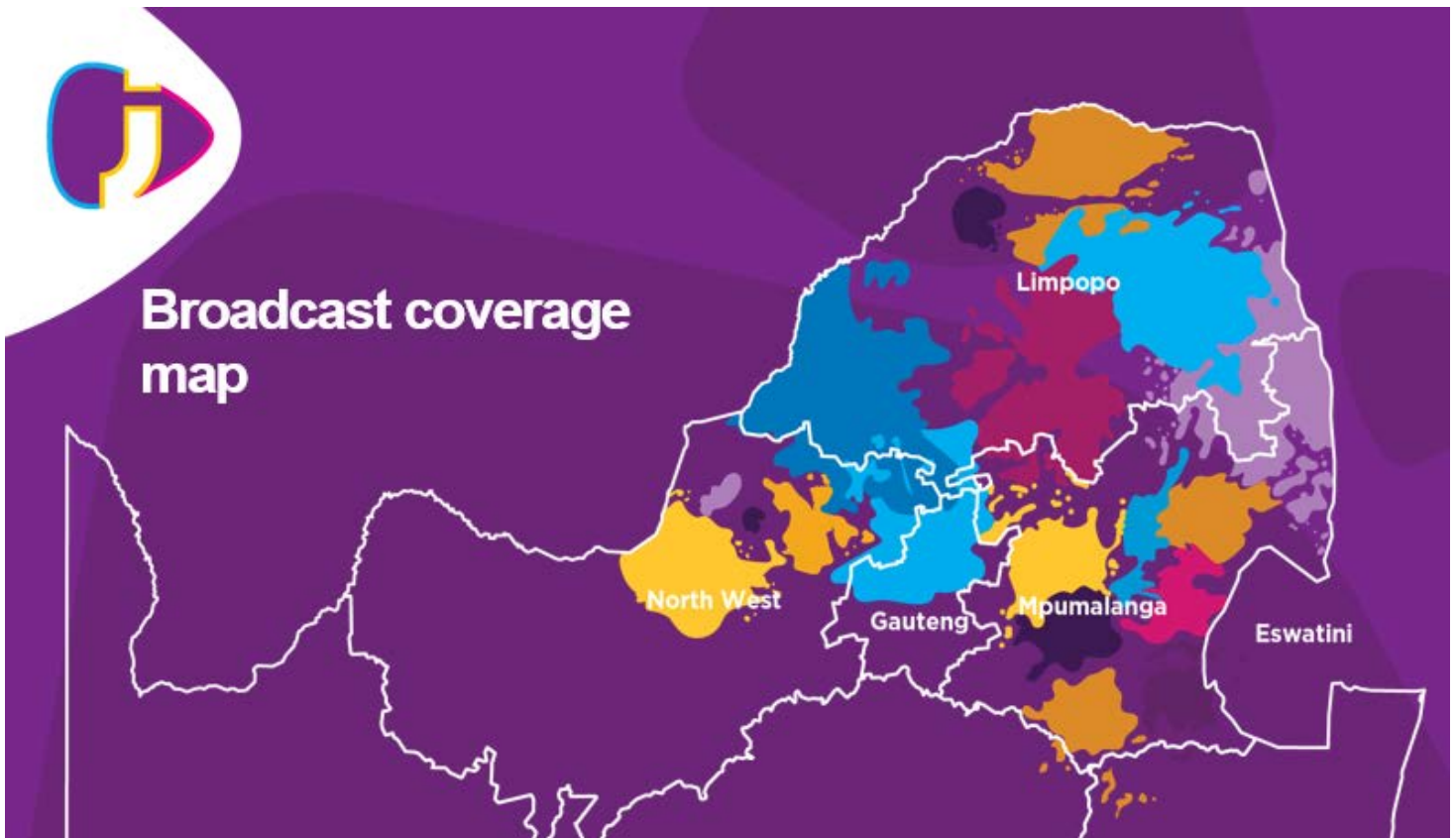
Loadings	Live Read	Feature	Pref Spot
Multiply generic rate by	1.6	1.3	1.4



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.



- MAIN MAP
- ECR
- JAC FM
- KAYA 959
- SMILE 90.4FM



Adult Contemporary

Gauteng, Limpopo, Mpumalanga & North West

[CLICK HERE FOR INNOVATIVE PRICING PRODUCTS](#)

MON-FRI	GENERIC
00:00-04:00	R435
04:00-06:00	R3 465
06:00-09:00	R19 545
09:00-12:00	R8 700
12:00-15:00	R8 370
15:00-19:00	R10 650
19:00-22:00	R1 365
22:00-24:00	R435

SATURDAY	GENERIC
00:00-06:00	R435
06:00-09:00	R5 670
09:00-12:00	R6 255
12:00-15:00	R2 055
15:00-19:00	R2 070
19:00-24:00	R900

SUNDAY	GENERIC
00:00-06:00	R450
06:00-09:00	R2 715
09:00-12:00	R2 910
12:00-15:00	R1 755
15:00-19:00	R1 710
19:00-24:00	R675

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

- Monday to Friday 04:00-06:00
- Monday to Thursday 22:00-04:00
- Saturday 22:00-07:00
- Sunday 20:00-04:00

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	MPUMALANGA (Including Lowveld)	Generic
00:00-05:00	n/a	n/a	n/a	
05:00-06:00	R3 000	R615	R615	
06:00-09:00	R15 450	R3 075	R3 405	
09:00-12:00	R6 585	R1 290	R2 055	
12:00-15:00	R6 735	Part of JAC regional	R2 115	*R1 275
15:00-16:00	R7 920		R1 965	*R1 275
16:00-19:00	R7 920	R1 995	R1 965	
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	MPUMALANGA (Including Lowveld)	Generic
00:00-05:00	n/a	n/a	n/a	
05:00-09:00	R4 065	R690	R1 515	
09:00-10:00	R4 395	R720	R1 665	
10:00-12:00	R4 395	Part of JAC regional	R1 665	*R750
12:00-14:00	R1 560		R675	*R750
14:00-15:00	R1 605	R645	R645	
15:00-19:00	R1 605	R645	R645	
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.

*Only applicable to Jacaranda FM Regional Broadcast times as stated above

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 959

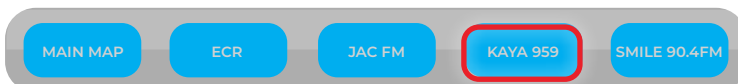
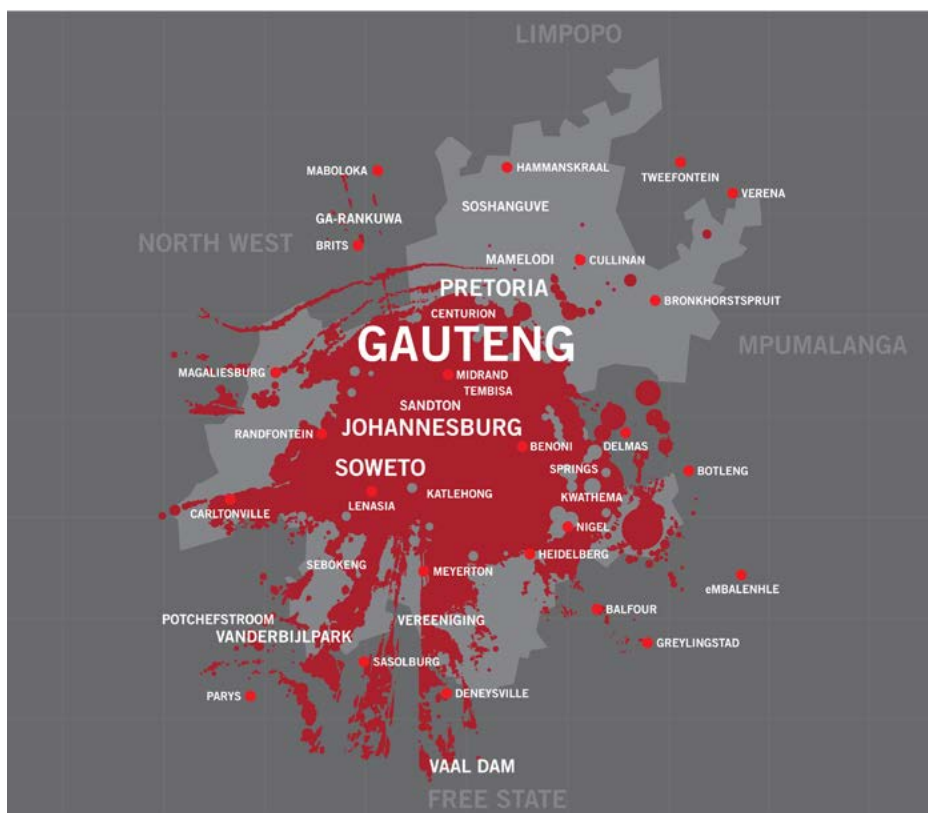
Adult Contemporary

Gauteng



From the heart of Gauteng, Kaya 959 connects with its loyal listeners through a range of digital and on-air platforms. At the core of their listening experience is a variety of familiar songs including soul, R&B, kwaito, jazz, chart-toppers, and old school jams. Kaya 959 brings news that is relevant and conversations that inspire. Their presenters may be big names, but behind the microphone they are just the friend from around the corner.

Kaya 959 is authentic and relatable, and they engage with listeners on topics that affect their everyday life. The brand is committed to portraying a true representation of its listenership's richness, depth, and diversity. On the Street. On the Air.





KAYA 959

Adult Contemporary

Gauteng



[CLICK HERE FOR INNOVATIVE PRICING PRODUCTS](#)

MON-FRI	GENERIC
00:00-05:00	R420
05:00-06:00	R1 995
06:00-09:00	R14 955
09:00-12:00	R5 745
12:00-15:00	R5 745
15:00-18:00	R9 120
*18:00-19:00 (M-Th)	R10 995
19:00-21:00 (M-Th)	R2 505
18:00-21:00 (Fri)	R4 425
21:00-24:00 (M-F)	R2 505

SATURDAY	GENERIC
00:00-05:00	R420
05:00-06:00	R855
06:00-09:00	R5 400
09:00-11:00	R6 240
11:00-14:00	R6 240
14:00-18:00	R6 390
18:00-21:00	R3 585
21:00-22:00	R1 500
22:00-24:00	R600

SUNDAY	GENERIC
00:00-05:00	R420
05:00-06:00	R600
06:00-10:00	R2 685
10:00-14:00	R4 005
14:00-18:00	R3 540
18:00-22:00	R2 190
22:00-24:00	R450

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

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

Monday to Friday 00:00-05:00

(Thursday only) 20:00-24:00

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

Sunday 00:00-06:00

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

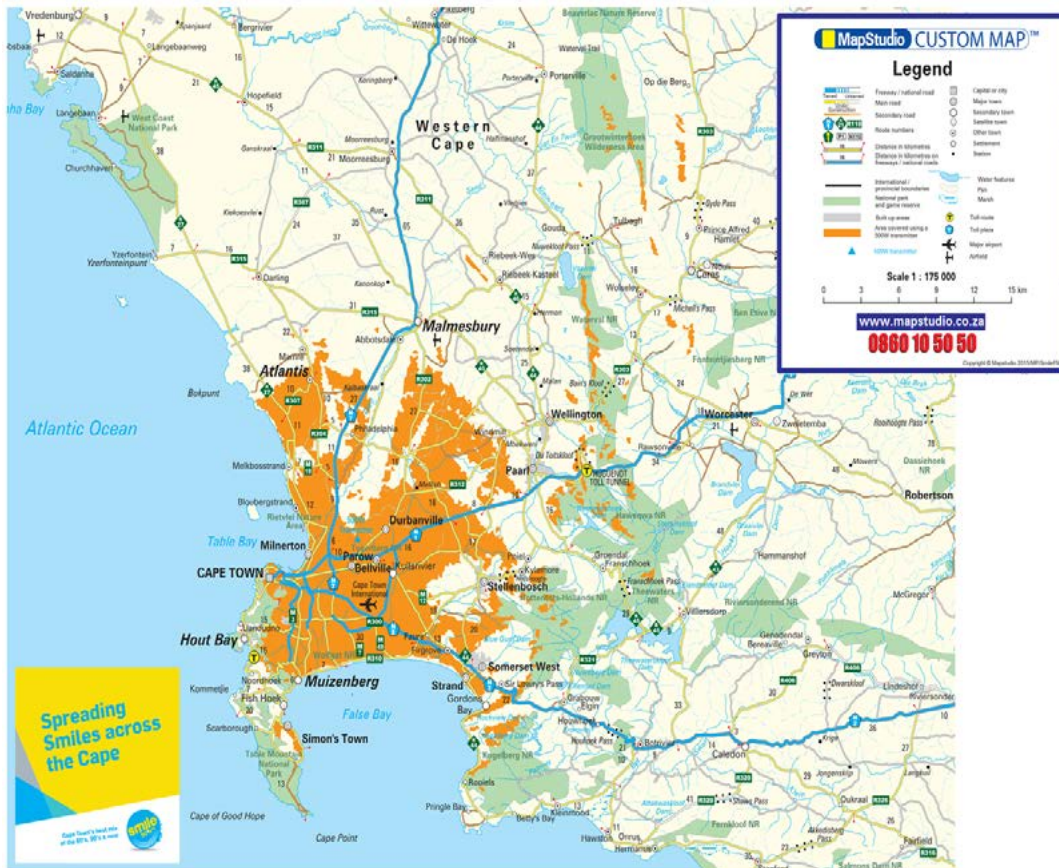
Smile 90.4 FM



90.4 FM

Better Music And More of it Cape Town

Smile 90.4FM is a bilingual (English & Afrikaans), adult contemporary radio station, broadcasting to **189 000** listeners in Cape Town and surrounds. Smile 90.4FM ensures companionship, comfort, delight, and provides moments of escapism through engaging on-air offerings. Smile 90.4FM delivers on its music positioning of Better Music & More of It by playing familiar, bright and sing-along hits from the eighties to now.



- MAIN MAP
- ECR
- JAC FM
- KAYA 959
- SMILE 90.4FM**



90.4 FM

Better Music And More of it Cape Town

[CLICK HERE FOR INNOVATIVE PRICING PRODUCTS](#)

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

SoundInsights

SoundInsights

Using first party data from more than 1 million listeners, East Coast Radio and Jacaranda FM are able to shift your radio advertising experience into high gear. SoundInsights selects authentic audiences based on client requirements which means that they never sample the same audience twice. This makes the data statistically more significant and meaningful.

PRODUCT NAME	DESCRIPTION	 East Coast Radio KEN'S NO. 1 HIT MUSIC STATION	 94.2 jacaranda fm	JOINT INVESTMENT
Pinpoll Survey	Data Management Platform Survey, customised with client branding, in-survey advertising opportunities, article to support client topic/brand with opt-in database, and re-targeting through the ad network.	R140 000	R140 000	R200 000
Standard Survey	10-question survey with opt-in database capabilities.	R50 000	R50 000	R80 000
WhatsApp Bot	Short 3 question survey with opt-in database capabilities.	R20 000	R20 000	R30 000

Terms and Conditions Apply

Digital Audio, Online And Social Media Advertising

DIGITAL DEFINITIONS






Digital Audio	Audio Content that is delivered in a digital format and this is either live, pre-recorded or catch up in nature, ie. Live Streaming; Internet Radio or Podcasts.
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, or 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 e.g., full shows; show segments; standalone audio stories or a clip.
Digital Audio – Live Streaming	Digital Audio Live Streaming is when consumers listen to radio via live streaming. This could be on a smart speaker, in-car, mobile or desktop.
Digital Audio Advertising	When Internet Radio or Live Streaming Digital radio play “sponsor” messages that advertise product / services to consumers while they listen via live streaming. These are digitally served in the form of Pre-Roll ; Mid-Roll and Display Companion Advertisements. Audio ads are non-skippable , brand safe and offer highly engaged digital audiences. Access targeting capabilities through an integrated DSP.

DIGITAL AUDIO A MULTI PLATFORM OPPORTUNITY

Making the most Digital Audio advertising:

Radio Buyers	Target premium digital audiences against traditional broadcast parameters , such as dayparting, geo and format, measured against traditional radio KPI's like GRPs and CPPS.
Digital Buyers	Place true multi-format campaigns by integrating audio with video and display with 1st and 3rd party data targeting , measured against digital KPIs including uniques, capping, geo, and demographic, across media and devices .
Programmatic Buyers	Access to an innovative format , accessible via industry leading DSPs with 1st and 3rd party data audience , targeted to an engaged and captive audio audience.

DIGITAL AUDIO - LIVE STREAMING AND PODCAST CPM

PRODUCT:	SPECS					
Audio Only (Pre-Roll / Mid-Roll)	15 - 30 Second Audio File: mp3 / wma / aac / ogg or wav	R205	R205	R205	R220	R200
Audio + Playlist Ad + Small Format Companion Ad	15 - 30 Second Audio File: mp3 / wma / aac / ogg or wav Playlist Companion Ad: 140x260 max 39k Player Companion Ad: Leaderboard (728x90 max 39kb) / Medium Rectangle (300x250 max 39kb)	R315	R315	R315	R320	Coming Soon
Audio + Playlist Ad + Large Format Companion Ad	15 - 30 Second Audio File: mp3 / wma / aac / ogg or wav Playlist Companion Ad: 140x260 max 39k Player Companion Ad: Billboard (970x250 max 39 kb)	R368	R368	R368	R350	
Podcast: Audio On Demand	15 - 30 Second Audio File: mp3 / wma / aac / ogg or wav	R450	R450	R450	R450	R450

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

DISPLAY ADS: CPM

PRODUCT:	SPECS				
Billboard	970 x 250 max 39 kb	R420	R420	R375	
Half Page	300 x 600 max 39 kb	R352	R352	R335	
Leaderboard	728 x 90 max 39 kb	R310	R310	R295	R295
Large Leaderboard	970 x 90 max 39 kb				R325
Expanding Leaderboard	728 x 90 / 728 x 210 max 1,5mb	R394	R394	R394	
Medium Rectangle	300 x 250 max 39 kb	R310	R310	R295	R300
Mobile Banner	300 x 250 max 39 kb	R158	R158	R150	
Mobile App	2560 x 2560 max 39 kb				R400

SOCIAL MEDIA PACKAGES

PRODUCT:				
Facebook	R8 700	R9 400	R9 600	R3 000
Twitter	R5 500	R5 500	R7 300	R3 000

Guaranteed reach and targeting capabilities included. All costs are for one post on the main station account.

Terms and Conditions

GENERAL

- Rates quoted exclude VAT.
- Rate card effective from 1 July 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 Portfolio Sales Executive 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
- Jacaranda FM: English and Afrikaans only
- Kaya FM: English only
- Smile 90.4FM: 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 Portfolio Sales Executive 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.

For full Digital T&C's refer to the Mediamark website:

<https://www.mediamark.co.za/terms-conditions/>