

A black and white portrait of a woman with dark, curly hair, wearing glasses and large over-ear headphones. She is smiling warmly at the camera. The background is a plain, light-colored wall.

Mediamark

AUDIO RATE CARD

Effective 1 July 2022

Content



03

East Coast Radio

05

Jacaranda FM

08

Kaya 959

10

Digital Audio and
Social Media advertising

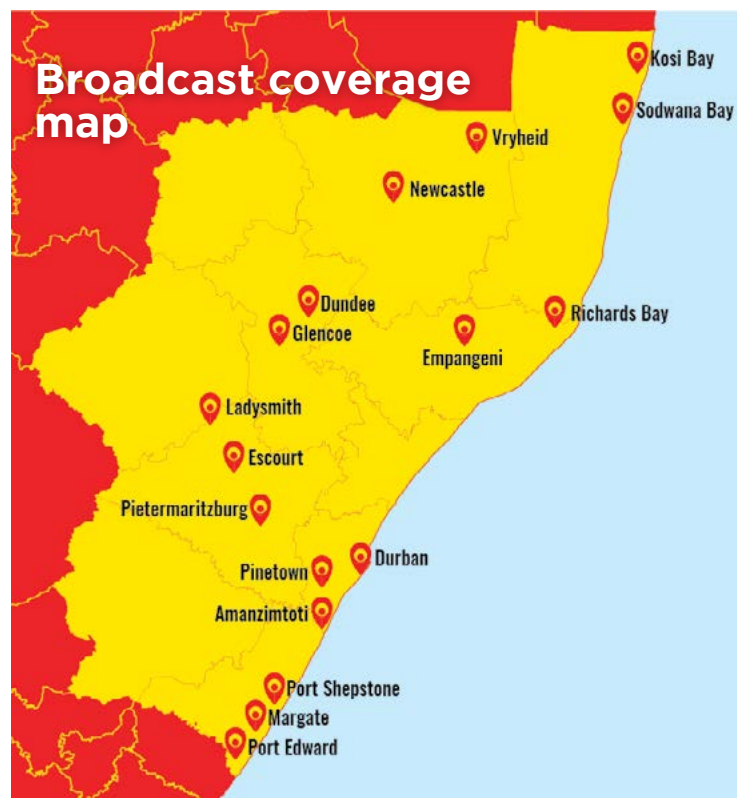
11

Terms and Conditions

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



East Coast Radio is KwaZulu-Natal's leading English commercial radio station, boasting a loyal listenership of **1 245 000** people and a brand as energetic and vibrant as the people from the East Coast of South Africa. The East Coast Radio listener stays connected and engaged with the brand via multiple platforms and innovative content.



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



MON-FRI	GENERIC
00:00-04:00	R300
04:00-06:00	R1 290
06:00-09:00	R17 085
09:00-12:00	R6 090
12:00-15:00	R6 045
15:00-19:00	R8 685
19:00-22:00	R1 770
22:00-24:00	R315

SATURDAY	GENERIC
00:00-06:00	R315
06:00-09:00	R5 280
09:00-12:00	R5 280
12:00-15:00	R1 710
15:00-19:00	R1 710
19:00-24:00	R600

SUNDAY	GENERIC
00:00-06:00	R300
06:00-09:00	R2 070
09:00-12:00	R2 115
12:00-15:00	R1 170
15:00-19:00	R1 170
19:00-24:00	R360

AUTOMATED TIMES:

Only recorded spots can be booked during these times:

Monday to Thursday: 00h00-04h00

Friday: 01:00-04:00 & 19:00-00:00

Saturday: 00:00-06:00 & 18:00-00:00

Sunday: 00:00-06:00 & 18:00-00:00

CONVERSION TABLES:

Rates are based on a 30" commercial. For shorter or longer durations refer to table 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 60" 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



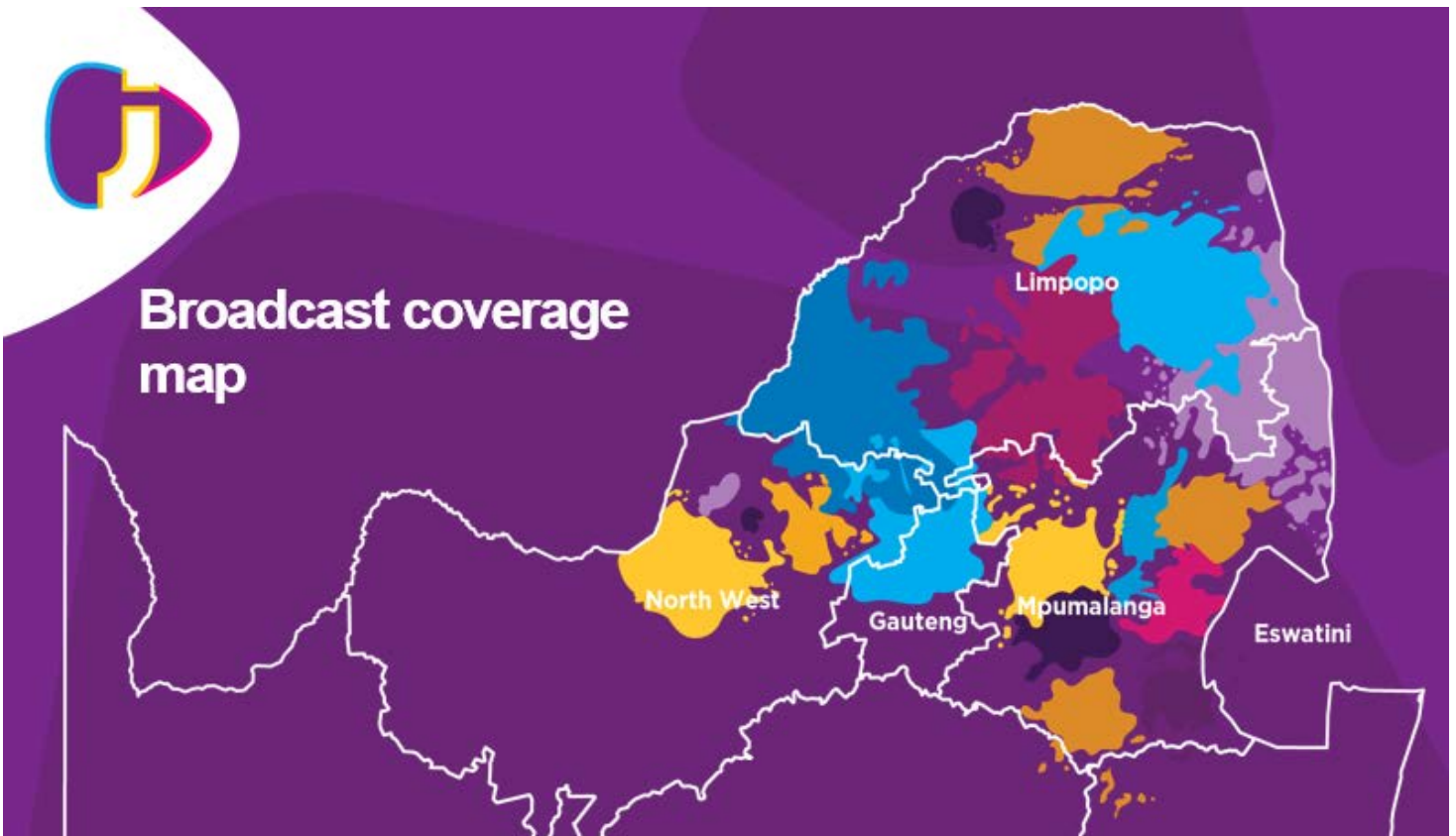
Adult Contemporary

Gauteng, Limpopo, Mpumalanga & North West

Jacaranda FM broadcasts in English and Afrikaans to **1 280 000** listeners across Gauteng, North West, Limpopo & Mpumalanga. The multi-platform station's programming is constructed around a playlist of hit music and innovative content that listeners' love.



Broadcast coverage map



HOME

ECR

JAC FM

KAYA 959



Adult Contemporary

Gauteng, Limpopo, Mpumalanga & North West

MON-FRI	GENERIC
00:00-04:00	R450
04:00-06:00	R3 645
06:00-09:00	R19 935
09:00-12:00	R9 135
12:00-15:00	R8 790
15:00-19:00	R10 860
19:00-22:00	R1 440
22:00-24:00	R450

SATURDAY	GENERIC
00:00-06:00	R450
06:00-09:00	R5 955
09:00-12:00	R6 570
12:00-15:00	R2 160
15:00-19:00	R2 175
19:00-24:00	R945

SUNDAY	GENERIC
00:00-06:00	R480
06:00-09:00	R2 850
09:00-12:00	R3 060
12:00-15:00	R1 845
15:00-19:00	R1 800
19:00-24:00	R705

AUTOMATED TIMES:

Only recorded spots can be booked during these times:

Monday to Thursday: 22:00-04:00

Friday: 22:00-07:00

Saturday: 22:00-07:00

Sunday: 10:00-14:00 & 20:00-04:00

CONVERSION TABLES:

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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 60" 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 REGIONAL

Mon-Fri	GAUTENG (Including North West)	LIMPOPO	MPUMALANGA (Including Lowveld)	Generic
00:00-04:00	n/a	n/a	n/a	
04:00-06:00	R3 150	R645	R645	
06:00-09:00	R16 230	R3 225	R3 570	
09:00-12:00	R6 915	R1 350	R2 160	
12:00-15:00	R7 065	Part of Jacaranda Regional	R2 220	*R1 335
15:00-16:00	R8 310		R2 070	*R1 335
16:00-19:00	R8 310	R2 100	R2 070	
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 275	R720	R1 590	
09:00-10:00	R4 620	R750	R1 755	
10:00-12:00	R4 620	Part of Jacaranda Regional	R1 755	*R795
12:00-14:00	R1 635		R705	*R795
14:00-15:00	R1 680	R675	R675	
15:00-19:00	R1 680	R675	R675	
19:00-24:00	n/a	n/a	n/a	

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

*Only applicable to Jacaranda Regional Broadcast times as stated above

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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 60" 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

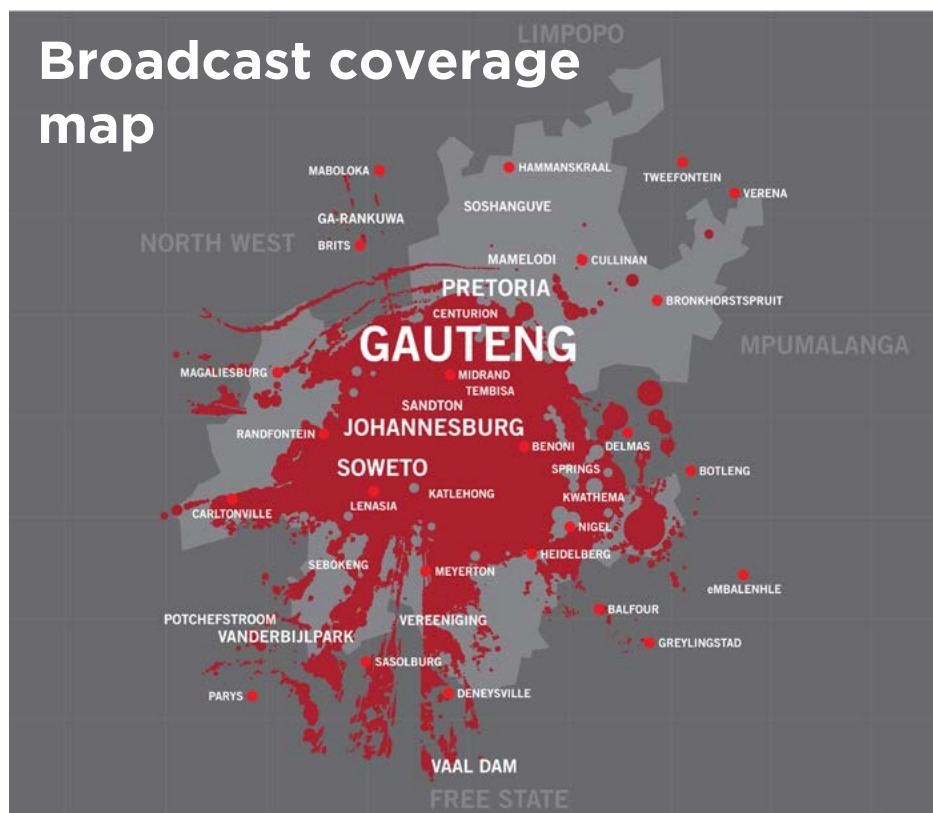
KAYA 959

Adult Contemporary

Gauteng



From the heart of Gauteng, Kaya 959 connects with **719 000** 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



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	R14 955	06:00-09:00	R5 400	06:00-09:00	R2 685
09:00-12:00	R5 745	09:00-12:00	R6 240	09:00-12:00	R4 005
12:00-15:00	R5 745	12:00-15:00	R6 240	12:00-15:00	R3 540
15:00-18:00	R9 120	15:00-18:00	R6 390	15:00-18:00	R2 190
*18:00-20:00 (Mon-Thurs)	R10 995	18:00-21:00	R3 585	18:00-21:00	R2190
20:00-24:00 (Mon-Thurs)	R2 505	21:00-24:00	R1 500	21:00-24:00	R450
18:00-21:00 (Fri)	R4 425				
21:00-24:00 (Fri)	R2 505				

*Kaya Biz broadcasts Monday-Thursday only 18:00-20:00.

AUTOMATED TIMES:

Only recorded spots can be booked during these times:

Monday-Friday: 00:00-02:00

Saturday: 00:00-03:00

Sunday: 00:00-03:00

CONVERSION TABLES:





Rates are based on a 30" commercial. For shorter or longer durations refer to table 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 60" 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

Audio And Display

PLATFORM	ELEMENT	SPECIFICATIONS	CPM			
						
DIGITAL AUDIO	Audio Only: Pre-Roll	15 - 30 Second Audio File: mp3 / wma / aac / ogg or wav	R215	R215	R215	R220
	Audio Only: Mid-Roll	15 - 30 Second Audio File: mp3 / wma / aac / ogg or wav	R215	R215	R215	R220
	Audio+ Playlist companion Ad + Small Format Companion Ad	15 - 30 Second Audio File: mp3 / wma / aac / ogg or wav Playlist Companion Ad: 140x260 max 39kb Player Companion Ad: Leaderboard 728x90 max 39kb or Medium Rectangle 300x250 max 39kb	R331	R331	R331	R320
	Audio+ Playlist companion Ad + Large Format Companion Ad	15 - 30 Second Audio File: mp3 / wma / aac / ogg or wav Playlist Companion Ad: 140x260 max 39kb Player Companion Ad: Billboard (970x250 max 39kb)	R386	R386	R386	R350
	Audio + Playlist companion Ad + Video	15 - 30 Second Audio File: mp3 / wma / aac / ogg or wav Playlist Companion Ad: 140x260 max 39kb Player Companion Ad: Video	R441	R441	R441	N/A
DESKTOP	Billboard	970 x 250 max 39kb	R441	R441	R442	R375
	Half Page	300 x 600 max 39kb	R369	R369	R443	R335
	Leaderboard	728 x 90 max 39kb	R325	R325	R444	R295
	Medium Rectangle	300x250 max 39kb	R326	R326	R326	R295
RICH MEDIA	Expanding Leaderboard	728 x 90/ 944 x 600 max 1,5 MB	R413	R413	R445	N/A
MOBILE WEB	Mobile Banner	300 x 50 / 320x50 max 39 kb	R165	R165	R447	R150
	Medium Rectangle	300x250 max 39kb	R209	R209	R448	R190

PLEASE NOTE:

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

Bespoke Podcasts on request.

Attribution and Shake me functionality: + R40 CPM loading on the station digital audio rate.

Terms and Conditions

GENERAL

- Rates quoted exclude VAT.
- Rate card effective from 1 July 2022.
- 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.
- 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 payout 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 60" 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

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.