



94.2  
**jacaranda**fm  
more music you love

# Rate Card



**MEDIA**MARK  
bringing people & media together

**AUDIO |  
DIGITAL AUDIO  
& DISPLAY**

Effective 1 July 2024



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**MEDIA MARK**  
bringing people & media together



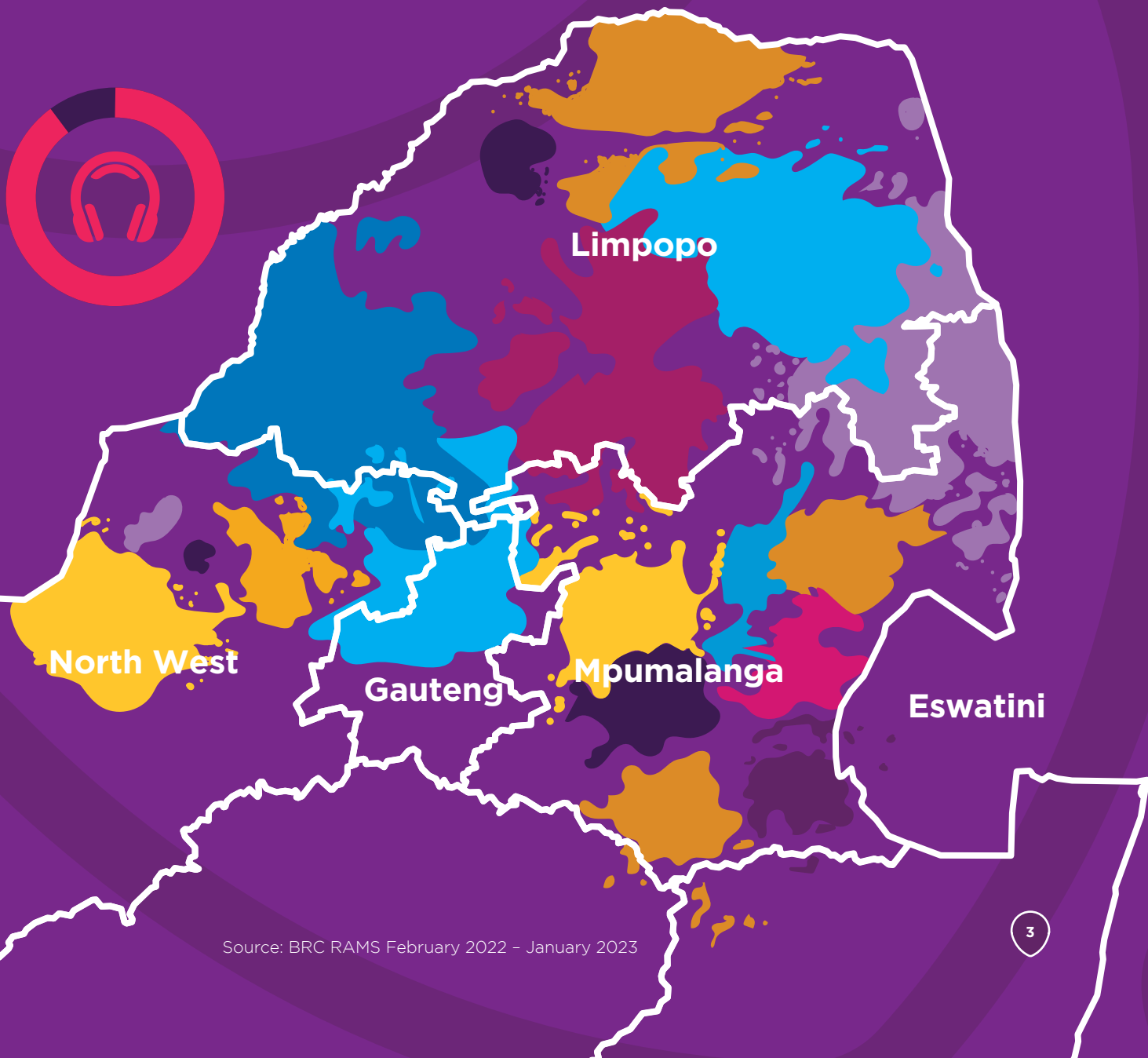
# Adult Contemporary Gauteng, Limpopo, Mpumalanga & North West

**Innovation, community, and engagement drive Jacaranda FM - a renowned multichannel media powerhouse.**

Focused on delivering top-notch talent and More Music You Love, Jacaranda FM offers a diverse range of radio programmes, social media engagement, events, and impactful community initiatives. Notably, Jacaranda FM's Good Morning Angels initiative which has been changing lives since 2005. Good Morning Angels helps the community with all manner of needs, often raising thousands and even millions for the community in need.

Engaging over 4 million people across various platforms each month, Jacaranda FM serves as a pivotal platform for businesses seeking access to a loyal, engaged, and economically active South African audience. The station provides advertisers with powerful integrated advertising solutions, connecting them with a massive radio audience across Gauteng, Limpopo, Mpumalanga, and the Northwest Province. Broadcasting in both English and Afrikaans, Jacaranda FM extends its reach nationally through its web, streaming, on-demand, and other digital audio offerings.

The Jacaranda FM audience comes from diverse cultural backgrounds, life stages, and consumer segments. The station uses a data-centric approach to reach and engage with different audiences.



Source: BRC RAMS February 2022 - January 2023

# Audio Rates

Monday to Friday	Generic
00:00 - 04:00	R510
04:00 - 06:00	R4 020
06:00 - 09:00	R22 380
09:00 - 12:00	R10 560
12:00 - 15:00	R9 780
15:00 - 19:00	R12 540
19:00 - 22:00	R1 665
22:00 - 24:00	R510

Saturday	Generic
00:00-06:00	R510
06:00-09:00	R7 020
09:00-12:00	R7 605
12:00-15:00	R2 460
15:00-19:00	R2 385
19:00-24:00	R1 065

Sunday	Generic
00:00-06:00	R540
06:00-09:00	R3 345
09:00-12:00	R3 525
12:00-15:00	R2 085
15:00-19:00	R2 040
19:00-24:00	R795

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

Monday to Thursday: 00:00-04:00 & 22:00-24:00

Friday: 00:00-04:00 & 19:00-24:00

Saturday: 00:00-07:00 & 18:00-24:00

Sunday: 00:00-07:00 ; 10:00-18:00 & 22:00-24:00

## 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 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

Key (Please note colour coding)

## \*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 FM Gauteng split includes North West broadcast footprint.

## Jacaranda Regional

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

## 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			
Monday to Friday	Gauteng (Including North West)	Limpopo	Mpumalanga (including Lowveld)
00:00 - 04:00	n/a	n/a	n/a
04:00 - 06:00	R3 480	R720	R720
06:00 - 09:00	R18 210	R3 615	R4 005
09:00 - 12:00	R7 995	R1 560	R2 505
12:00 - 15:00	R7 860	Part of JAC regional	R2 475
15:00 - 16:00	R9 600		R2 385
16:00 - 19:00	R9 600	R2 415	R2 385
19:00 - 22:00	n/a	n/a	n/a
22:00 - 24:00	n/a	n/a	n/a

Jacaranda FM regional
Generic
*R1 500
*R1 500

Jacaranda FM splits			
Saturday	Gauteng (Including North West)	Limpopo	Mpumalanga (including Lowveld)
00:00 - 05:00	n/a	n/a	n/a
05:00 - 09:00	R5 040	R855	R1 860
09:00 - 10:00	R5 400	R870	R2 040
10:00 - 12:00	R5 400	Part of JAC regional	R2 040
12:00 - 14:00	R1 860		R810
14:00 - 15:00	R1 845	R735	R735
15:00 - 19:00	R1 845	R735	R735
19:00 - 24:00	n/a	n/a	n/a

Jacaranda FM regional
Generic
*R885
*R885

\*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

## Conversion tables


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Duration	5"	10"	15"	20"	25"	30"	35"	40"	45"	50"	55"	60"
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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

# Digital And Digital Audio Advertising

Platform	Element	Specifications	 R4.2
Display	Leaderboard	728x90 max 39k	R349
	Medium Rectangle	300x250 max 39k	R350
	Half Page Advertisement	300x600 max 39k	R396
	Billboard	970x250 max 39k	R474
	Mobile Banner	300x50 max 39k	R177
	Mobile Banner	20x50 max 39k	R177
	Mobile Medium Rectangle	300x250 max 39k	R224

Platform	Element	Specs	CPM
Digital Audio	Audio Only: Pre-Roll	15 - 30 Second Audio File: mp3 / wma / aac / ogg or wav	R245
	Audio Only: Mid-Roll	15 - 30 Second Audio File: mp3 / wma / aac / ogg or wav	R245
	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	R377
	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)	R439
Desktop	Billboard	970 x 250 max 39kb	R474
	Half Page	300 x 600 max 39kb	R396
	Leaderboard	728 x 90 max 39kb	R349
	Medium Rectangle	300x250 max 39kb	R350
Mobile Web	Mobile Banner	300 x 50 / 320x50 max 39 kb	R177
	Medium Rectangle	300x250 max 39kb	R224

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

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

# Terms and Conditions

## General

- Rates quoted exclude VAT.
- Rate card effective from 1 July 2024.
- 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 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 Directs 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 3, Bit Rate : 320kbps, Sample rate 44,1KHz
  - b) Format: WAV Stereo Bit Rate: 44.1kKHz
- 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:

- Jacaranda 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 Directs 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.

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