

# Rate Card



AUDIO | DIGITAL AUDIO & DISPLAY | RESEARCH

EFFECTIVE 1 JULY 2025

# CONTENTS

**03**

East Coast Radio

---

**05**

Jacaranda FM

---

**08**

SoundInsights Research Product Suite

---

**09**

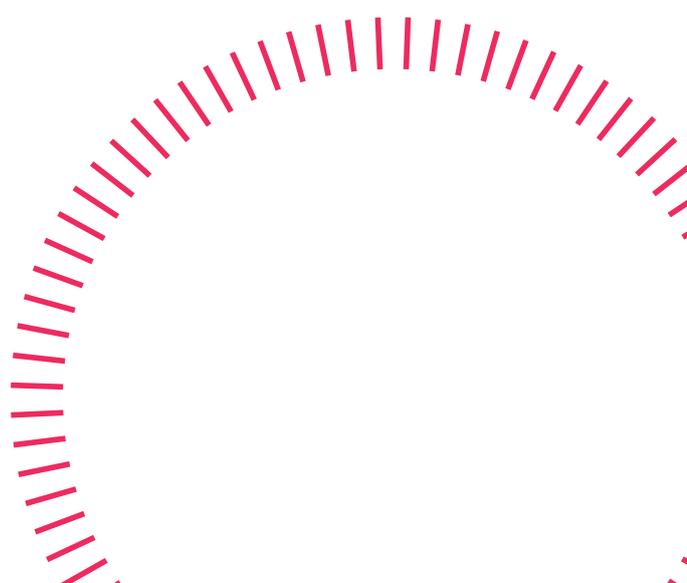
Digital Audio & Display

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**10**

Terms & Conditions

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**EastCoastRadio**  
KZN'S NO.1 HIT MUSIC STATION

Welcome to East Coast Radio...where KZN lives loud!

We're not just playing your favourite songs. We're starting conversations, setting the vibe, and turning up the volume on everything that matters to you. From sunrise to sunset, ECR is your daily dose of music, accurate news, the latest traffic updates, laughs, and local flavour.

For almost 30 years, we've been KZN's go-to – in your car, on your phone, in your home and in your feels. Whether it's a breaking developing story, a banger of a track, or a bold campaign that gets the whole province talking, we're right there with you.

This is more than radio. This is East Coast Radio. And we're just getting started.



**KwaZulu-Natal**



# TURN UP THE VOLUME

ON YOUR BRAND, WITH KZN'S NO.1 HIT MUSIC STATION!



Mon-Fri	Generic
00:00-04:00	R345
04:00-06:00	R1 515
06:00-09:00	R19 875
09:00-12:00	R7 425
12:00-15:00	R7 095
15:00-19:00	R10 335
19:00-22:00	R2 070
22:00-24:00	R375

Saturday	Generic
00:00-06:00	R375
06:00-09:00	R6 255
09:00-12:00	R6 255
12:00-15:00	R2 040
15:00-19:00	R2 025
19:00-24:00	R705

Sunday	Generic
00:00-06:00	R345
06:00-09:00	R2 445
09:00-12:00	R2 505
12:00-15:00	R1 380
15:00-19:00	R1 365
19:00-24:00	R420

Only recorded spots can be booked during these times:	
Monday - Thursday	00:00 - 04:00
Friday	00:00 - 04:00; 18:00 - 21:00
Saturday	01:00 - 06:00; 17:00 - 18:00; 22:00 - 00:00
Sunday	00:00 - 06:00, 17:00 - 18:00, 22:00 - 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

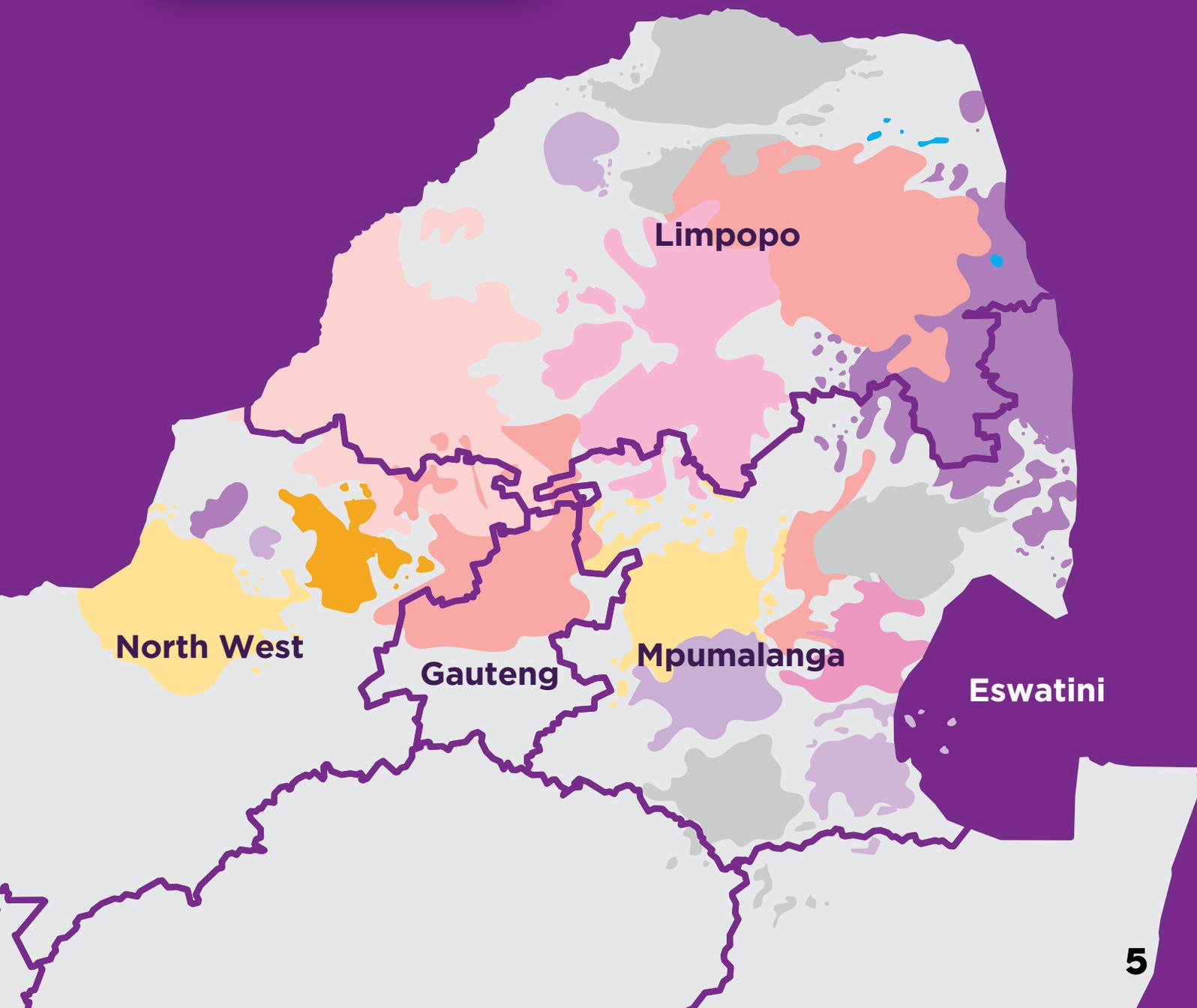
Jacaranda FM is one of South Africa's leading commercial radio stations, delivering feel-good music, trusted content, and compelling storytelling to a diverse and loyal audience across Gauteng, Limpopo, Mpumalanga, and North West. Known for its strong on-air personalities, award-winning breakfast show, and community-driven initiatives, the station connects brands with consumers through an engaging blend of music, entertainment, and purpose.

With a powerful broadcast footprint and a fast-growing digital ecosystem—including web, app, social media, and streaming—Jacaranda FM offers advertisers integrated, high-impact platforms that drive reach, resonance, and measurable results. The station's feel-good brand ethos, combined with audience trust and high time-spent-listening, positions it as a preferred partner for campaigns seeking both scale and relevance.



### Gauteng & More

Gauteng, Limpopo, Mpumalanga,  
and the Northwest Province



# The Weekly Line Up that Keeps Audiences Connected



Mon-Fri	Generic
00:00-04:00	R540
04:00-06:00	R4 200
06:00-09:00	R23 385
09:00-12:00	R11 040
12:00-15:00	R10 215
15:00-19:00	R13 110
19:00-22:00	R1 740
22:00-24:00	R540

Saturday	Generic
00:00-06:00	R540
06:00-09:00	R7 335
09:00-12:00	R7 950
12:00-15:00	R2 565
15:00-19:00	R2 490
19:00-24:00	R1 110

Sunday	Generic
00:00-06:00	R570
06:00-09:00	R3 495
09:00-12:00	R3 690
12:00-15:00	R2 175
15:00-19:00	R2 130
19:00-24:00	R825

Only recorded spots can be booked during these times:	
Monday - 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" 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

# Broadcast splits and Jacaranda FM 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 FM Gauteng split includes North West broadcast footprint.

## Jacaranda FM Regional (Previously known As RMFM):

- Refers to a combined Limpopo and Lowveld broadcast area.
- **Jacaranda FM 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 FM Regional.

## JACARANDA FM SPLITS

Mon-Fri	GP Incl. NW	Limpopo	Mpumalanga
00:00-04:00	n/a	n/a	n/a
04:00-06:00	R3 630	R720	R720
06:00-09:00	R19 035	R3 615	R4 005
09:00-12:00	R8 355	R1 560	R2 505
12:00-15:00	R8 220	Part of Jacaranda FM Regional	R2 475
15:00-16:00	R10 035		R2 385
16:00-19:00	R10 035	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

Saturday	Gauteng	Limpopo	Mpumalanga
00:00-05:00	n/a	n/a	n/a
05:00-09:00	R5 265	R855	R1 860
09:00-10:00	R5 640	R870	R2 040
10:00-12:00	R5 640	Part of Jacaranda FM Regional	R2 040
12:00-14:00	R1 950		R810
14:00-15:00	R1 935	R735	R735
15:00-19:00	R1 935	R735	R735
19:00-24:00	n/a	n/a	n/a

Generic
*R885
*R885

\*During the Jacaranda FM 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 FM Regional Broadcast times as stated above

## 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

## SoundInsights Research Product Suite

SoundInsights is where emotion meets evidence. Kagiso Media Radio fuses the art of storytelling with the science of real-time data. From tracking how listeners feel using neuromarketing, to proving how they act with the FM Attribution Toolkit, every radio moment is turned into measurable impact for advertisers. SoundInsights – where audio feels right, and proves it.

Product	Description	What is included	Investment
<b>SoundInsights Next Gen Neuro</b>	Powered by Kagiso Media Radio tech, Next Gen Neuro tracks eye movement and audio to uncover real attention and emotional impact.	Next Gen Neuro includes: <ul style="list-style-type: none"> <li>• Testing of 3x audio adverts and 1x TVC</li> <li>• Powerpoint report with neuro findings</li> <li>• Survey Validation using the SoundInsights Panel</li> <li>• Collaborative workshop to explore and optimise the results</li> </ul>	R150 000 (excl. VAT)
<b>SoundInsights FM Radio Attribution Kit.</b> From airwaves to action – track, test and optimise with confidence	Want to prove your radio Call To Action drives real action? Kagiso Media Radio and a global attribution partner offer a data-driven solution linking on-air to online, with live A/B testing, campaign optimisation, and real-time response insights.	The 3-week FM Radio Attribution Toolkit includes: <ul style="list-style-type: none"> <li>• A custom attribution model</li> <li>• Real-time campaign portal access</li> <li>• Support from our data and SoundInsights teams</li> </ul>	R150 000 (excl. VAT)
<b>SoundInsights Community Survey.</b> Listen, learn, and lead – with SoundInsights.	Want to co-create with your audience and uncover market insights? SoundInsights Community Surveys provides direct access to an engaged panel through customised surveys: perfect for content, feedback, and growth.	A SoundInsights Community Survey includes: <ul style="list-style-type: none"> <li>• Survey design and questionnaire scripting</li> <li>• Prize/s to drive participation</li> <li>• Data collection and expert analysis</li> <li>• Detailed Powerpoint report</li> <li>• Collaborative workshop to explore insights and next steps</li> </ul>	R85 000 (excl. VAT)



CPM Rates				
Platform	Element	Specifications	 East Coast Radio DIGITAL THE NEW FRONTIER	 Jacaranda FM 94.2
Display	Leaderboard	728x90 max 39k	R365	R365
	Medium Rectangle	300x250 max 39k	R366	R366
	Half Page Advertisement	300x600 max 39k	R414	R414
	Billboard	970x250 max 39k	R495	R495
	Mobile Banner	300x50 max 39k	R185	R185
	Mobile Banner	320x50 max 39k	R185	R185
	Mobile Medium Rectangle	300x250 max 39k	R235	R235

CPM Rates					
Platform	Element	Specifications	 East Coast Gold	 East Coast Radio DIGITAL THE NEW FRONTIER	 Jacaranda FM 94.2
Digital Audio	Audio Only: Pre-Roll	<b>15 - 30 Second Audio File:</b> mp3 / wma / aac / ogg or wav	R256	R256	R256
	Audio Only: Mid-Roll	<b>15 - 30 Second Audio File:</b> mp3 / wma / aac / ogg or wav	R256	R256	R256
	Audio+ Playlist companion Ad + Small Format Companion Ad	<b>15 - 30 Second Audio File:</b> mp3 / wma / aac / ogg or wav <b>Playlist Companion Ad:</b> 140x260 max 39kb <b>Player Companion Ad:</b> Leaderboard 728x90 max 39kb or Medium Rectangle 300x250 max 39kb	R394	R394	R394
	Audio+ Playlist companion Ad + Large Format Companion Ad	<b>15 - 30 Second Audio File:</b> mp3 / wma / aac / ogg or wav <b>Playlist Companion Ad:</b> 140x260 max 39kb <b>Player Companion Ad:</b> Billboard (970x250 max 39kb)	R459	R459	R459

#### PLEASE NOTE:

Live Streaming Digital Audio pricing including targeting is available on request.  
Bespoke Podcasts available on request.

Attribution and ShakeMe functionality: + R40 CPM loading on the station Digital Audio rate.

#### DIGITAL AUDIO TERMS AND CONDITIONS

- All bookings are subject to approval by the Publishers.
- Insertion Orders, together with all relevant creative/material must be received no less than three days before campaign live date.
- If creative/material is not supplied in the stipulated three-day deadline the campaign will be charged for in full.
- Please refer to the Mediamark Digital Rate card for general T&C's. Visit [www.mediamark.co.za](http://www.mediamark.co.za).

## GENERAL

- Rates quoted exclude VAT.
- Rate card effective from 1 July 2025.
- 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 net 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.
- Scheduled advertising may play out 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.
- E&OE.

## PREFERRED SPOTS AND LIVE READS

- Preferred spots can be placed within the ad break or within the hour – 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.

## AUDIO MATERIAL REQUIREMENTS

- The material deadline for advertising material is 3 working days prior to broadcast.
- The material deadline on the Jacaranda FM split is 5 working days prior to broadcast.
- Mediamark accepts material via e-mail, Adstream and MediaSend. Mediamark does not download material via WeTransfer or any FTP site.
- Acceptable format for advertising material:
  - Format: MPEG Layer 2, Bit Rate: 256kb/s, Sample Rate: 44.1kHz, No Padding, No ID3 TAGS
  - Format: WAV Stereo, Bit Rate: 44.1kHz
  - Format: MPEG Layer 3, Bit Rate : 320kbps, Sample rate 44,1KHz
- 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

## CANCELLATION OF AIRTIME BOOKED

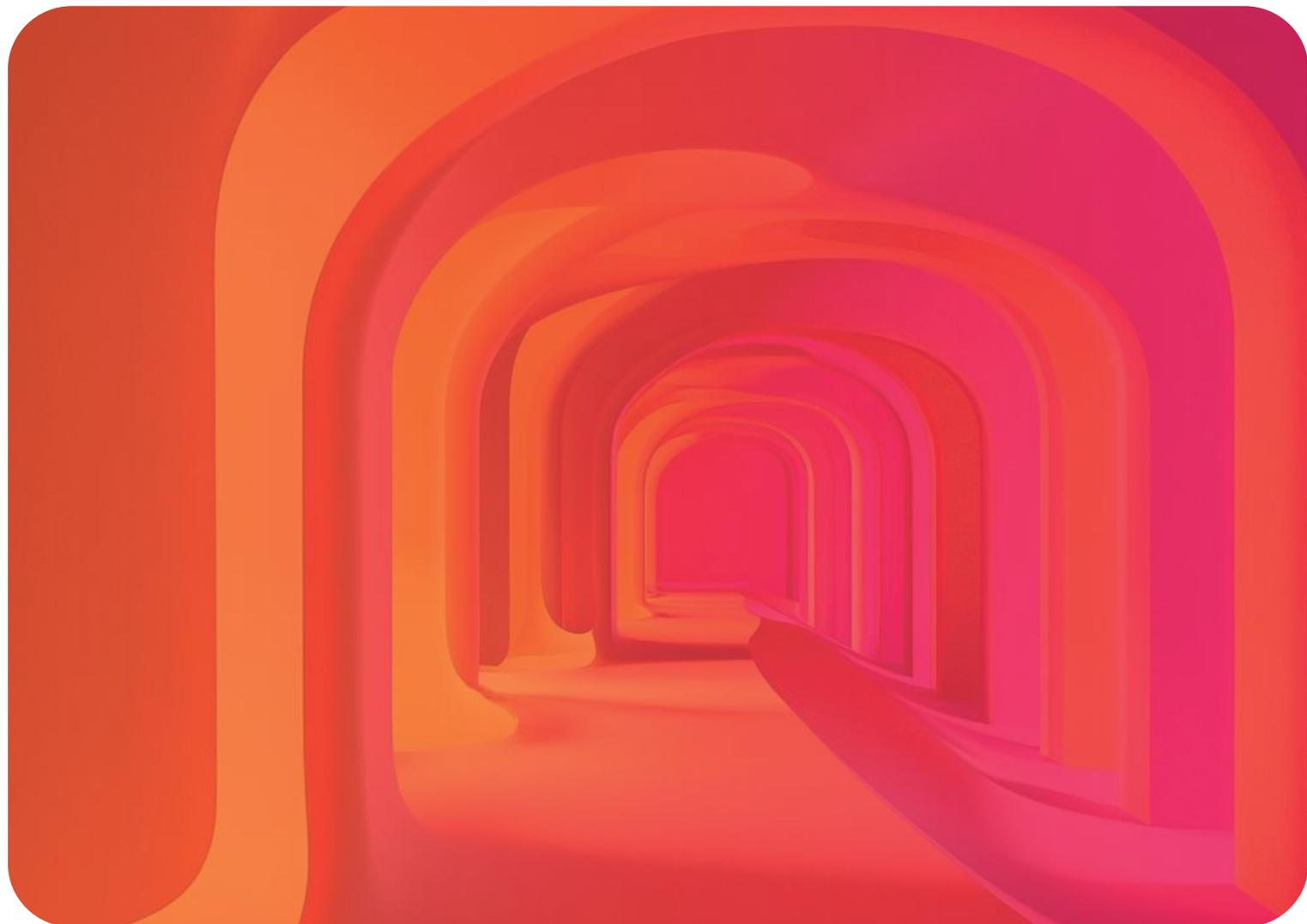
- Cancellation must be submitted in writing to Mediamark no later than 28 days prior to broadcast, regardless of date of application.
- Failure to do so will result in a 100% cancellation penalty.

## 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 commercial.
- 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 loading.
- Subject to availability at time of booking and broadcast.
- Broadcast sequence differs according to individual station programming format, e.g. OBB, Feature, Generic commercial.
- 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.
- For the complete Mediamark T&Cs visit: <https://www.mediemark.co.za/terms-conditions/>
- E&OE.



**MEDIAMARK**

bringing people & media together