Rate Card

MEDIAMARK

bringing people & media together

EFFECTIVE 1 JULY 2026

AUDIO | DIGITAL AUDIO & DISPLAY | RESEARCH

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EastCoastRadio
KZN'S NO.1 HIT MUSIC STATION

Hit Play and Turn Up 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!

EastCoastRadio
KZN'S NO.1 HIT MUSIC STATION

Mon-Fri	Generic
00:00-04:00	R360
04:00-06:00	R1 590
06:00-09:00	R21 075
09:00-12:00	R7 800
12:00-15:00	R7 455
15:00-19:00	R10 845
19:00-22:00	R2 175
22:00-24:00	R390

Saturday	Generic
00:00-06:00	R390
06:00-09:00	R6 555
09:00-12:00	R6 555
12:00-15:00	R2 145
15:00-19:00	R2 130
19:00-24:00	R735

Sunday	Generic
00:00-06:00	R360
06:00-09:00	R2 565
09:00-12:00	R2 625
12:00-15:00	R1 455
15:00-19:00	R1 425
19:00-24:00	R435

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; 22:00 – 00:00
Sunday	00:00 – 06:00; 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

jacarandafm

your no.1 feel good station®

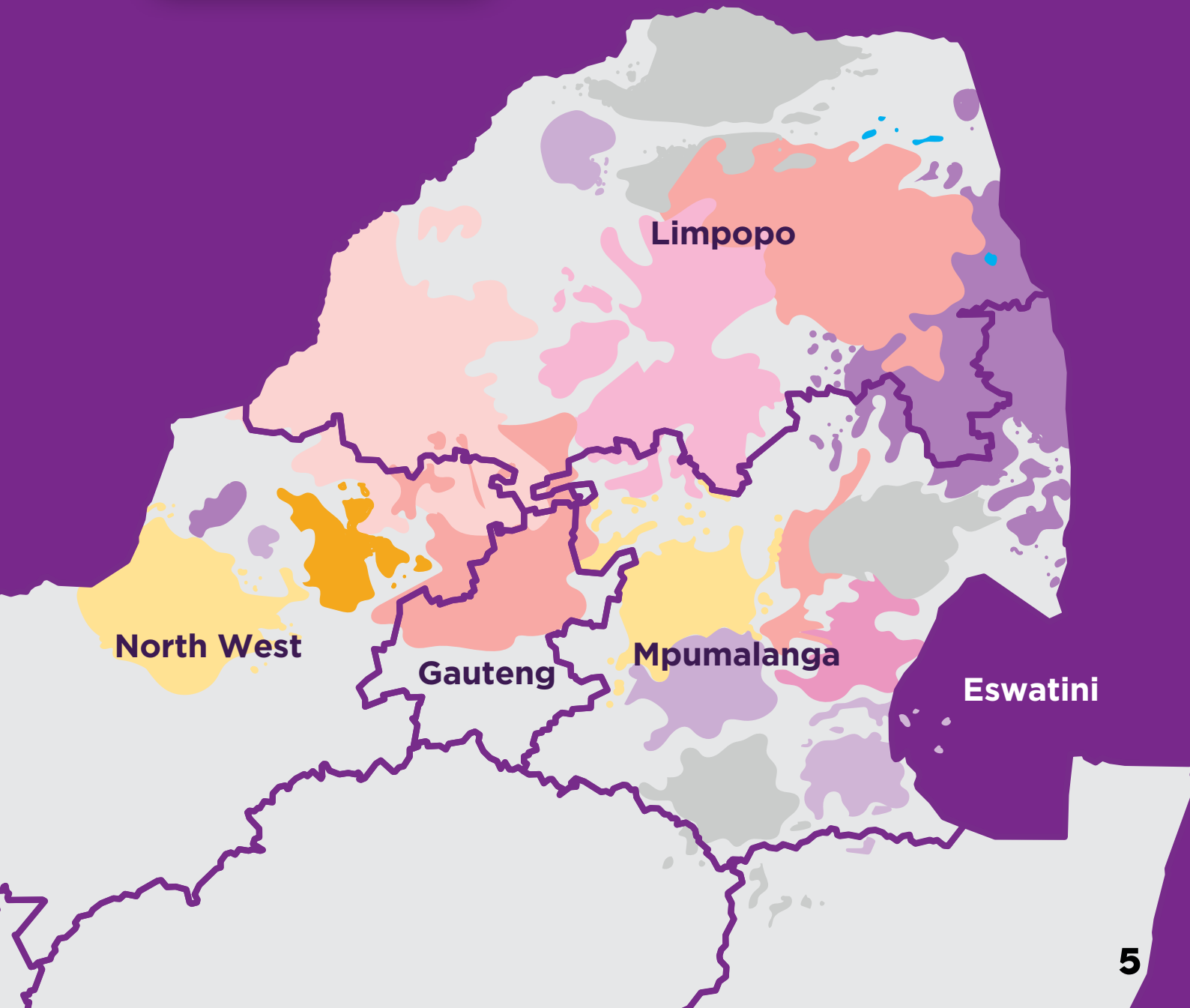
Jacaranda FM is South Africa's No.1 Feel Good Station, connecting brands with an engaged and loyal audience across Gauteng, Limpopo, Mpumalanga, and the North West. Through award-winning shows, trusted personalities, feel-good music, and compelling storytelling, the station creates meaningful connections that move listeners from awareness to action.

Since 2005, Good Morning Angels has stood at the heart of the brand, a powerful community upliftment initiative that continues to inspire hope, mobilise generosity, and showcase the extraordinary power of radio to make a real difference in people's lives.

With a powerful on-air presence and an expanding digital ecosystem spanning streaming, podcasts, social media, web, and mobile, Jacaranda FM offers advertisers integrated, high-impact multi-media solutions that deliver scale, engagement, and measurable commercial results in premium and trusted content environments.

Gauteng & More
Gauteng, Limpopo, Mpumalanga, and the Northwest Province

Press Play and Experience the Power of Feel Good



The Weekly Line Up that Keeps Audiences Connected

94.2 jacarandafm
your no.1 feel good station

Mon-Fri	Generic
00:00-04:00	R570
04:00-06:00	R4 410
06:00-09:00	R24 555
09:00-12:00	R11 595
12:00-15:00	R10 725
15:00-19:00	R13 770
19:00-22:00	R1 830
22:00-24:00	R570

Saturday	Generic
00:00-06:00	R570
06:00-09:00	R7 740
09:00-12:00	R8 385
12:00-15:00	R2 700
15:00-19:00	R2 625
19:00-24:00	R1 170

Sunday	Generic
00:00-06:00	R 600
06:00-09:00	R3 690
09:00-12:00	R3 900
12:00-15:00	R2 295
15:00-19:00	R2 250
19:00-24:00	R870

Only recorded spots can be booked during these times:	
Monday - Thursday	00:00 - 04:00; 22:00 - 00:00
Friday	00:00 - 04:00; 22:00 - 00:00
Saturday	00:00 - 07:00; 22:00 - 00:00
Sunday	00:00 - 07:00; 21:00 - 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

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 810	R750	R750
06:00-09:00	R19 980	R3 795	R4 200
09:00-12:00	R8 775	R1 635	R2 625
12:00-15:00	R8 625	Part of Jacaranda FM Regional	R2 595
15:00-16:00	R10 530		R2 505
16:00-19:00	R10 530	R2 535	R2 505
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 575
*R1 575

Saturday	Gauteng	Limpopo	Mpumalanga
00:00-05:00	n/a	n/a	n/a
05:00-09:00	R5 550	R900	R1 965
09:00-10:00	R5 955	R915	R2 145
10:00-12:00	R5 955	Part of Jacaranda FM Regional	R2 145
12:00-14:00	R2 055		R855
14:00-15:00	R2 040	R780	R780
15:00-19:00	R2 040	R780	R780
19:00-24:00	n/a	n/a	n/a

Generic
*R930
*R930

**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

SoundInsights Research Product Suite

SoundInsights is where emotion meets evidence. Kagiso Connect 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.

SoundInsights NeuroLab

What it solves:
- Does this creative cut through?
- What emotions does it trigger?
- Where do listeners disengage?
- How do we optimise audio, scripts, music, voice?

Insight Studio

What it solves:
- What's happening in my category?
- What are consumers feeling right now?
- What tensions do I need to solve for right now?

Sound Attribution

What it solves:
- Did radio drive action?
- Which creative, station, spot, time band or day performed the best?
- What's my ROI?

Sonic Motion Sound Match

What it solves:
- Does your brand sound match your positioning?
- How does your brand's sound fair against your competitors?

To get in touch, please

Melissam@kagisoconnect.co.za

Kagiso Connect owns and operates East Coast Radio and Jacaranda FM

DIGITAL AUDIO AND DISPLAY

			CPM Rates	
Platform	Element	Specifications	EastCoast Radio	94.2 Jacaranda FM
Display	Leaderboard	728x90 max 39k	R365	R365
	Medium Rectangle	300x250 max 39k	R365	R365
	Half Page Advertisement	300x600 max 39k	R415	R415
	Billboard	970x250 max 39k	R495	R495
	Mobile Banner	300x50 max 39k	R185	R185
		320x50 max 39k		
	Video	1920x1080 max 10mb, 15, 30 and 45 seconds	R420	R420

			CPM Rates		
Platform	Element	Specifications	EastCoast Gold	EastCoast Radio	94.2 Jacaranda FM
Digital Audio	Pre-roll + companion banner	**15 - 30 Second Audio File:** mp3 / wma / aac / ogg or wav	R650	R650	R650
	Mid-roll + companion banner	**15 - 30 Second Audio File:** mp3 / wma / aac / ogg or wav	R500	R500	R500

PLEASE NOTE:

Digital audio pricing is based on a completed listen and includes targeting.

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

TERMS AND CONDITIONS

GENERAL

- Rates quoted exclude VAT.
- Rate card effective from 1 July 2026.
- 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.
- 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.mediamark.co.za/terms-conditions/
- E&OE.

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