




ENSURE YOUR BRAND STANDS OUT WITH ATTENTION GRABBING BUYS ANCHOR REPORTS

ANCHOR REPORTS PACKAGES

Take advantage of appointment listening and heightened awareness - these reports deliver important information aimed to help listeners navigate their day. Anchor Feature Reports include weather, sport, news and traffic. Sponsorships include opening billboard plus 30 second generic spot.

Station	Investment	PLATINUM			PREMIUM			PRICE WIZE			WEEKEND		
		Once PER SHOW all dayparts Monday to Friday 4 Reports			Once PER SHOW AM & PM Drive Monday to Friday 2 Reports			Once PER SHOW Day Time Channels (excl. AM & PM Drive) Monday to Friday 2 Reports			Once PER SHOW Sat & Sun 4 Reports		
		1 DAY	1 WEEK	2 WEEKS	1 DAY	1 WEEK	2 WEEKS	1 DAY	1 WEEK	2 WEEKS	1 W/END	2 W/END	3 W/END
 HOME OF THE AFROBOYZ	Investment	R25 038	R104 325	R146 055	R16 074	R66 975	R93 765	R8 964	R37 350	R52 290	R15 534	R25 890	R31 068
	CPE	R6 260	R5 216	R3 651	R8 037	R6 698	R4 688	R4 482	R3 735	R2 615	R3 884	R3 236	R2 589

Note:


- CPE: Cost Per Execution of opening billboard plus 30 second recorded commercial.
- Rates are based on a 30 second commercial, for alternate durations, please refer to the conversion table on the last page of this rate card.
- Weekend show times vary per station and can be requested from your Account Manager.
- Packages are subject to availability at time of booking & broadcast. Limited packages are available based on inventory availability.
- Volume incentives will not apply to the above packages as these carry a built-in incentive. The investment, however, will contribute towards the Client volume commitment.



ENSURE YOUR BRAND STANDS OUT WITH ATTENTION GRABBING BUYS PRESENTER LIVE READS

PRESENTER LIVE READ PACKAGES

Use the power and persuasion of much loved station personalities to stand out:
Advertisements read out by the presenters live on air.

Station	Investment	PLATINUM			PREMIUM			PRICE WIZE			WEEKEND		
		Once PER SHOW all dayparts Monday to Friday 4 Live Reads			Once PER SHOW AM & PM Drive Monday to Friday 2 Live Reads			Once PER SHOW Day Time Channels (excl. AM & PM Drive) Monday to Friday 2 Live Reads			Once PER SHOW Sat & Sun 4 Reports		
		1 DAY	1 WEEK	2 WEEKS	1 DAY	1 WEEK	2 WEEKS	1 DAY	1 WEEK	2 WEEKS	1 W/END	2 W/END	3 W/END
	Investment	R30 816	R128 400	R179 760	R19 782	R82 432	R115 395	R11 034	R45 975	R64 365	R19 143	R31 905	R33 500
	CPE	R7 704	R6 420	R4 494	R9 891	R8 243	R5 770	R5 517	R4 598	R3 218	R4 786	R3 988	R2 792

Note:

- CPE: Cost Per Execution of 30 second live read commercial.
- Rates are based on a 30" commercial, for alternate duration, please refer to the conversion table on the last page of this ratecard.
- Weekend show times vary per station and can be requested from your Account Manager.
- Packages are subject to availability at time of booking & broadcast. Limited packages are available based on inventory availability.
- Volume incentives will not apply to the above packages as these carry a built-in incentive. The investment, however, will contribute towards the Client volume commitment.

Terms and Conditions for Terrestrial Broadcast only

GENERAL

- Rates quoted exclude VAT.
- Rate card effective from 7 July 2020.
- 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.

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 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.

- 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:

- Format: MPEG Layer 2
Bit Rate: 256kb/s
Sample Rate: 44.1kHz
No Padding
No ID3 TAGS
 - 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

- 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 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.

CONVERSION TABLE:

Rates exclude VAT, Standard Terms and Conditions apply. E&OE.

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.