



HOME OF THE AFROPOLITAN

95.9 FM

Adult Contemporary & Jazz  
Gauteng

Podcasts  
KAYA BREAKFAST  
FM Rewind

MON-FRI	GENERIC	FEATURE	LIVE READ	PREF SPOT
00:00-05:00	R420	R540	R675	R585
05:00-06:00	R1 995	R2 595	R3 195	R2 790
06:00-09:00	R13 005	R16 905	R20 805	R18 210
09:00-12:00	R5 745	R7 470	R9 195	R8 040
12:00-15:00	R5 745	R7 470	R9 195	R8 040
15:00-18:00	R7 605	R9 885	R12 165	R10 635
18:00-19:00 (M-T)*	R10 995	R14 310	R17 610	R15 405
19:00-21:00 (M-T)	R2 505	R3 240	R4 005	R3 495
18:00-21:00 (F)	R4 420	R5 730	R7 707	R6 175
21:00 - 24:00 (M-T)	R2 505	R3 240	R4 005	R3 495
21:00-22:00 (F)	R2 505	n/a	n/a	R3 495
22:00-24:00 (F)	R480	R630	R765	R675
SATURDAY	GENERIC	FEATURE	LIVE READ	PREF SPOT
00:00-05:00	R420	R540	R675	R585
05:00-06:00	R855	n/a	n/a	R1 200
06:00-09:00	R5 400	R7 050	R8 670	R7 590
09:00-11:00	R6 240	R8 100	R9 975	R8 730
11:00-14:00	R6 240	R8 100	R9 975	R8 730
14:00-18:00	R6 390	n/a	n/a	R8 940
18:00-21:00	R3 580	R4 650	R5 725	R5 010
21:00-22:00	R1 500	R1 950	R2 400	R2 100
22:00-24:00	R600	n/a	n/a	R840
SUNDAY	GENERIC	FEATURE	LIVE READ	PREF SPOT
00:00-05:00	R420	R540	R675	R585
05:00-06:00	R600	n/a	n/a	R840
06:00-10:00	R2 692	R3 495	R4 428	R3 772
10:00-14:00	R4 005	R5 190	R6 405	R5 610
14:00-18:00	R3 540	n/a	n/a	R4 965
18:00-22:00	R2 190	R2 850	R3 510	R3 060
22:00-24:00	R450	R585	R720	R630

\*Kaya Bizz broadcasts Monday-Thursday only 18:00-19:00.

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

Monday to Friday 00:00-03:00, 21:00-22:00 (Friday only)

Monday to Thursday 20:00-23:00 (Thurs only), 23:00-24:00

Saturday 01:00-06:00, 14:00-18:00, 22:00-01:00

Sunday 01:00-06:00, 14:00-18:00

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.




# DIGITAL AUDIO, ONLINE AND SOCIAL MEDIA ADVERTISING

## DIGITAL DEFINITIONS

<b>DIGITAL AUDIO ADVERTISING</b>	Mediamark Digital Audio ads are served into Live, On-Demand, or Podcast content. Audio ads are non-skippable, and can be inserted as Pre, Mid or Post-Roll audio advertisements. Targetting capabilities can be accessed through an integrated DSP.
<b>DIGITAL AUDIO - LIVE STREAMING</b>	Digital Audio - Live streaming advertising is when Internet radio and live streaming digital radio play “sponsor” messages that advertise products and services to consumers, while they listen to the radio via live streaming.
<b>PODCAST</b>	A Digital Audio file made available on the Internet for downloading to a computer or mobile device. Typically available as a series, new instalments are regularly created and can be subscribed to in order to be received automatically as they become available.
<b>AUDIO ON DEMAND</b>	Essentially a catch up service, this is digital audio downloaded by request and not listened to via a live stream eg. full shows; show segments; standalone audio stories or clip.
<b>CONTENT BLOCKS</b>	Content blocks are pieces of client dedicated content published and promoted across the platform on which it is running. This content may take the form of articles, videos, podcasts, or infographics, and is aimed at educating viewers, positioning client as the expert, and promoting product offerings.


# DIGITAL AUDIO, ONLINE AND SOCIAL MEDIA ADVERTISING

## DIGITAL AUDIO - LIVE STREAMING AND PODCAST

<b>Product:</b>	
<b>Audio Only</b>	n/a
<b>Audio and Companion Ads</b>	n/a
<b>Podcast: On Demand</b>	R400

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

## CONTENT BLOCK PACKAGES

<b>Product:</b>		<b>Elements:</b>
<b>Content Block Standard Package</b>	R51 605	4 x Article Summary, 2 x Facebook Posts & 2 x Twitter Posts
<b>Content Block incl. Digital Premium Package</b>	R92 405	4 x Article Summary, 2 x Facebook Posts, 4 x Twitter Posts & Digital Banners (Leaderboard ROS & MPU ROS).
<b># of premium impressions</b>	40 000	

## SOCIAL MEDIA PACKAGES

<b>Social Media Standard Package</b>	R103 530	3 x Facebook Posts & 6 x Twitter Posts.
<b>Social Media Premium Package</b>	R176 460	6 x Facebook Posts & 10 x Twitter Posts (plus 1 Instagram post on Gagasi FM & Heart FM).

Quoted costs exclude Article Scripting Fees @ approx R 1500 per Article per Station, Script Editing Fees @ approx R 500 per Article per Station.  
Social Media Boosts @ R500 per Post for Kaya FM (Applicable to Facebook & Twitter).  
Boosting costs are not applicable to Instagram posts.

# 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.