



94.2
jacarandafm
more music you love

Rate Card



MEDIA MARK
bringing people & media together

Radio
Digital Audio
Broadcast Digital

Effective 1 July 2023



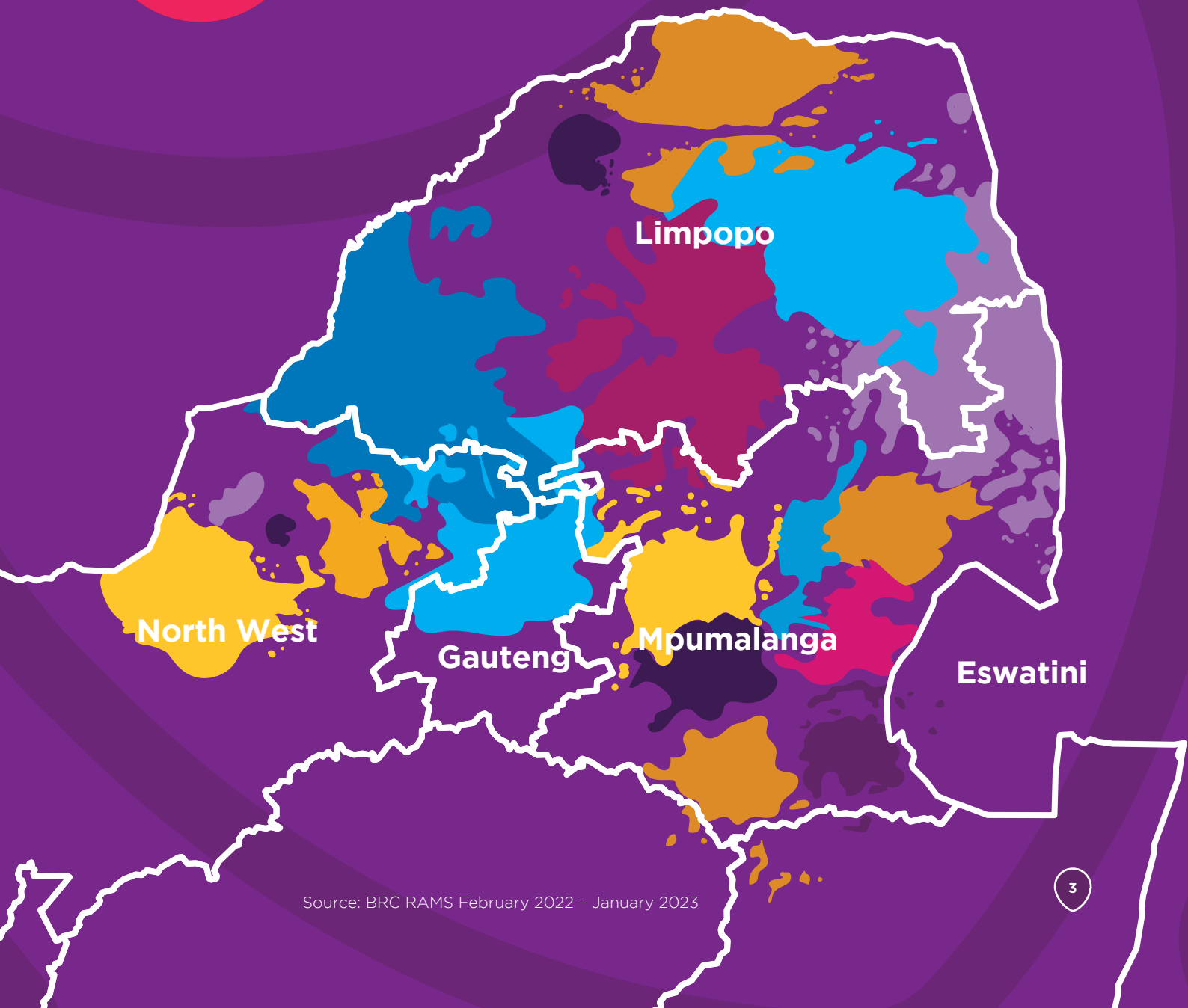
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Adult Contemporary Gauteng, Limpopo, Mpumalanga & North West

Broadcasts in English and Afrikaans to **1 222 000** listeners across Gauteng, North West, Limpopo, and Mpumalanga.



Source: BRC RAMS February 2022 - January 2023

Adult Contemporary Gauteng, Limpopo, Mpumalanga & North West

Monday to Friday	Generic
00:00 - 04:00	R480
04:00 - 06:00	R3 870
06:00 - 09:00	R20 535
09:00 - 12:00	R9 870
12:00 - 15:00	R9 495
15:00 - 19:00	R11 505
19:00 - 22:00	R1 560
22:00 - 24:00	R480

Saturday	Generic
00:00-06:00	R480
06:00-09:00	R6 435
09:00-12:00	R7 035
12:00-15:00	R2 295
15:00-19:00	R2 235
19:00-24:00	R1 005

Sunday	Generic
00:00-06:00	R510
06:00-09:00	R3 075
09:00-12:00	R3 270
12:00-15:00	R1 950
15:00-19:00	R1 905
19:00-24:00	R750

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 ; 10:00-14:00 & 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 (Rand)

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 345	R690	R690
06:00 - 09:00	R16 710	R3 315	R3 675
09:00 - 12:00	R7 470	R1 455	R2 340
12:00 - 15:00	R7 635	Part of JAC regional	R2 400
15:00 - 16:00	R8 805		R2 190
16:00 - 19:00	R8 805	R2 220	R2 190
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 410
*R1 410

JacarandaFM splits			
Saturday	Gauteng (Including North West)	Limpopo	Mpumalanga (including Lowveld)
00:00 - 05:00	n/a	n/a	n/a
05:00 - 09:00	R4 620	R780	R1 710
09:00 - 10:00	R4 995	R810	R1 890
10:00 - 12:00	R4 995	Part of JAC regional	R1 890
12:00 - 14:00	R1 740		R750
14:00 - 15:00	R1 725	R690	R690
15:00 - 19:00	R1 725	R690	R690
19:00 - 24:00	n/a	n/a	n/a

JacarandaFM regional
Generic
*R840
*R840

*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

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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

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Loadings	Live Read	Feature	Pref Spot
Multiply generic rate by	1.6	1.3	1.4

Digital Definitions



Digital Audio

Audio Content that is delivered in a **digital format** and this is either live, pre-recorded or catch up in nature, ie. Live Streaming; Internet Radio or Podcasts.



Podcast

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, or be received automatically as they become available.



Audio on Demand

Essentially a **Catch-up service**, this is digital audio downloaded by request and not listened to via a live stream e.g., full shows; show segments; standalone audio stories or a clip.



Digital Audio - Live Streaming

Digital Audio Live Streaming is when consumers listen to radio via live streaming. This could be on a smart speaker, in-car, mobile or desktop.



Digital Audio Advertising

When Internet Radio or Live Streaming Digital radio **play “sponsor” messages** that advertise product / services to consumers while they listen via live streaming.

These are **digitally served** in the form of **Pre-Roll**; **Mid-Roll** and Display **Companion** Advertisements. Audio ads are **non-skippable**, brand **safe** and offer **highly engaged** digital audiences. Access targeting capabilities through an integrated DSP.

Digital Audio a Multi Platform Opportunity

Making the most Digital Audio advertising:



Radio Buyers

Target **premium digital audiences** against **traditional broadcast parameters**, such as dayparting, geo and format, **measured** against traditional radio KPI's like GRPs and CPPS.



Digital Buyers

Place true **multi-format campaigns** by integrating audio with video and display with **1st and 3rd party data targeting**, measured against **digital KPIs** including uniques, capping, geo, and demographic, **across media and devices**.



Programmatic Buyers

Access to an **innovative format, accessible** via industry leading DSPs with **1st and 3rd party data audience**, targeted to an engaged and captive audio audience.

Digital And Digital Audio Advertising

Platform	Element	Specs	CPM
Digital Audio	Audio Only: Pre-Roll	15 - 30 Second Audio File: mp3 / wma / aac / ogg or wav	R228
	Audio Only: Mid-Roll	15 - 30 Second Audio File: mp3 / wma / aac / ogg or wav	R228
	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	R351
	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)	R409
Desktop	Billboard	970 x 250 max 39kb	R441
	Half Page	300 x 600 max 39kb	R369
	Leaderboard	728 x 90 max 39kb	R325
	Medium Rectangle	300x250 max 39kb	R325
Mobile Web	Mobile Banner	300 x 50 / 320x50 max 39 kb	R165
	Medium Rectangle	300x250 max 39kb	R209

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

Terms and Conditions

General

- Rates quoted exclude VAT.
- Rate card effective from 1 July 2023.
- 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 2
Bit Rate: 256kb/s
Sample Rate: 44.1kHz
No Padding
No ID3 TAGS
 - b) 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:

- 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.

Conversion tables

For full Digital T&C's refer to the Mediamark website: www.mediamark.co.za/terms-conditions

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