

COMMUNITY RADIO

Rate Card



commvibe

Our community. Your audience powered by **MEDIA**MARK



WE ARE PROUD BBEE LEVEL 1 CONTRIBUTORS

commvibe

Our community. Your audience powered by **MEDIAMARK**



Unlocking the Power of Community Radio

Commvibe, powered by Mediamark, has strategically partnered with a select group of Community Radio stations to streamline the buying process for our clients and to grow and support Community Radio at grass roots in South Africa.

Mediamark has expanded its Community Radio representation to the vibrant audiences of the Golden Triangle: Western Cape, KZN, and Gauteng.

Commvibe rates are sourced directly from stations.

Brands included in Commvibe

Gauteng



Western Cape



KwaZulu Natal



MEDIAMARK
bringing people & media together



Gauteng

MON-FRI	Thetha FM	Kasie FM	Pretoria FM	Moretele Radio	Impact Radio	Radio Pulpit	Groot FM	Pheli FM	Mams Radio	Lekoa FM
00:00-04:00	705	1 500	630	975	165	495	510	1 500	555	1 650
04:00-06:00	1 500	1 500	1 305	1 695	165	585	510	1 500	945	1 650
06:00-09:00	1 500	3 000	1 995	1 695	480	975	1 305	2 100	945	1 650
09:00-12:00	1 200	2 400	915	1 695	255	750	735	2 100	750	1 650
12:00-15:00	990	2 400	1 305	1 200	255	750	735	1 800	750	1 650
15:00-19:00	1 500	3 000	1 605	1 695	480	975	1 110	2 100	945	1 650
19:00-22:00	1 500	3 000	630	975	165	495	570	1 800	945	1 650
22:00-24:00	705	1 500	630	975	165	495	510	1 500	750	1 650
SATURDAY										
00:00-06:00	1 005	900	915	975	165	645	495	1 500	705	1 545
06:00-09:00	1 200	1 500	915	1 695	165	645	570	2 100	705	1 545
09:00-12:00	1 200	1 200	915	1 695	165	405	735	2 100	645	1 545
12:00-15:00	975	1 200	915	1 200	165	405	735	1 800	645	1 545
15:00-19:00	1 200	1 095	915	1 695	165	405	735	2 100	705	1 545
19:00-24:00	495	1 095	915	975	165	405	495	1 800	705	1 545
SUNDAY										
00:00-06:00	1 005	900		975	165	645	495	1 500	705	1 545
06:00-09:00	1 200	1 500		1 695	165	645	570	2 100	705	1 545
09:00-12:00	1 200	1 200		1 695	165	405	735	2 100	645	1 545
12:00-15:00	975	1 200		1 200	165	405	735	1 800	645	1 545
15:00-19:00	1 200	1 095		1 695	165	405	735	2 100	705	1 545
19:00-24:00	495	1 095		975	165	405	495	1 800	705	1 545



 **Western Cape**

MON-FRI	Zibonele FM	Radio Tygerberg	Cape Community FM	Voice Of The Cape	Eden FM	Bush Radio	Heart-beat FM	Radio KC	Fine Music Radio	Bok Radio
00:00-04:00	615	315	270	555	555	705	75	195	255	465
04:00-06:00	615	465	270	555	555	705	75	240	255	1 065
06:00-09:00	1 275	1 005	690	1 095	945	1 305	195	465	765	2 640
09:00-12:00	1 215	705	600	765	855	900	195	330	450	1 260
12:00-15:00	1 215	705	525	765	855	900	195	330	525	1 185
15:00-19:00	1 275	1 005	690	1 095	945	1 305	195	465	705	2 115
19:00-22:00	810	465	525	765	855	900	195	270	1 050	855
22:00-24:00	615	315	435	660	555	705	75	195	255	465
SATURDAY										
00:00-06:00	615	465	180	555	555	705	75	195	255	465
06:00-09:00	1 275	630	570	1 095	945	900	195	465	495	795
09:00-12:00	1 215	630	480	765	855	795	195	465	495	1 725
12:00-15:00	1 215	630	570	765	855	795	195	465	300	855
15:00-19:00	1 275	630	570	1 095	945	900	195	465	255	855
19:00-24:00	810	465	405	765	555	600	75	330	255	855
SUNDAY										
00:00-06:00	615			555	555	705	75	195	255	465
06:00-09:00	1 275			1 095	945	900	195	330	495	795
09:00-12:00	1 215			765	855	795	195	330	495	1 725
12:00-15:00	1 215			765	855	795	195	465	300	855
15:00-19:00	1 275			1 095	945	900	195	465	255	855
19:00-24:00	810			765	555	600	75	195	255	855



KwaZulu Natal

MON-FRI	Izwi Lomzansi FM	Maputaland Radio	Radio Kwezi	Imbokodo FM	Inanda FM	Hindvani FM	Nongoma FM	Icora FM	Harry Gwala FM	Highway Radio
00:00-04:00	450	450	615	795	720	210	105	420	555	495
04:00-06:00	1 455	450	615	795	720	210	405	420	555	495
06:00-09:00	1 845	660	960	1 500	945	435	645	420	555	855
09:00-12:00	1 320	510	900	1 395	1 005	375	645	420	555	600
12:00-15:00	1 815	660	900	1 395	1 005	375	645	420	555	855
15:00-19:00	1 455	660	960	1 500	1 050	435	645	420	555	855
19:00-22:00	1 650	630	900	1 350	1 200	210	495	420	555	855
22:00-24:00	1 035	420	615	1 005	1 305	210	345	420	555	600
SATURDAY										
00:00-06:00	120	450	570	705	720	210	345	420	555	405
06:00-09:00	630	660	735	1 200	945	375	450	420	555	600
09:00-12:00	360	510	810	1 050	1 005	375	450	420	555	600
12:00-15:00	615	510	810	900	1 005	315	555	420	555	600
15:00-19:00	420	660	735	1 005	1 050	375	450	420	555	600
19:00-24:00	315	630	735	1 095	1 305	210	345	420	555	405
SUNDAY										
00:00-06:00	120	450	570	705	720	210	345	420	555	405
06:00-09:00	630	660	735	1 200	945	375	450	420	555	600
09:00-12:00	360	510	810	1 050	1 005	315	450	420	555	600
12:00-15:00	615	510	810	900	1 005	315	555	420	555	600
15:00-19:00	420	660	735	1 005	1 050	375	450	420	555	600
19:00-24:00	315	630	735	1 095	1 305	210	345	420	555	405



 **Cluster Rates**

MON-FRI	All Adults GP	All Adults KZN	All Adults WC	SEM 5-7 WC	SEM 7-10 WC
00:00-04:00	5 760	3 420	390	360	330
04:00-06:00	6 210	3 645	810	750	705
06:00-09:00	9 960	6 480	7 200	6 750	6 300
09:00-12:00	7 755	5 355	4 950	4 500	4 200
12:00-15:00	7 590	5 565	4 950	4 500	4 200
15:00-19:00	9 570	6 255	5 625	5 250	4 950
19:00-22:00	6 540	5 355	1 620	1 515	1 410
22:00-24:00	5 760	4 350	435	405	375
SATURDAY					
00:00-06:00	5 310	2 790	330	300	285
06:00-09:00	7 200	5 880	6 120	5 745	5 355
09:00-12:00	6 555	5 055	4 215	3 825	3 570
12:00-15:00	6 225	4 785	4 215	3 825	3 570
15:00-19:00	5 820	5 790	4 785	4 470	4 215
19:00-24:00	5 175	3 720	1 380	1 290	1 200
SUNDAY					
00:00-06:00	5 310	2 790	330	300	285
06:00-09:00	7 200	5 880	6 120	5 745	5 355
09:00-12:00	6 555	5 055	4 215	3 825	3 570
12:00-15:00	6 225	4 785	4 215	3 825	3 570
15:00-19:00	5 820	5 790	4 785	4 470	4 215
19:00-24:00	5 175	3 720	1 380	1 290	1 200

Conversion Tables:

Duration changes are subject to the below conversion table which will affect the campaign cost.

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

Terms and Conditions

- Rates are based on a 30 second recorded commercial.
- Broadcast language applicable by station – see table below.
- Material to be sent via Media Host and Adstream 5 working days prior to broadcast.
- Restrictions in time channel and content may apply by station.
- All costs quoted exclude V.A.T.
- All rates exclude production fees.
- Bookings are subject to availability at time of booking and broadcast.
- Should inventory not be available, Mediamark will place alternative spots to the same value.
- Standard Mediamark cancellation policies apply.
- For full Mediamark Audio T&C's, please visit <https://www.mediamark.co.za/terms-conditions/>.
- Specific T&Cs per station might apply.
- Mediamark will not be held responsible for any circumstances beyond its control.
- For advertising options beyond standard generics, please contact your Commvibe Account Manager.
- E&OE.





Station specific broadcast details:

STATION	BROADCAST LANGUAGE	ALCOHOL ADS ACCEPTED	GAMBLING ADS ACCEPTED	REGION
THETHA FM	SOTHO / IsiZULU	YES	YES	GAUTENG
KASIE FM	SOTHO/ IsiZULU/ ENGLISH	YES	YES	GAUTENG
MORETELE CR	SETSWANA	YES	YES	GAUTENG
PRETORIA FM	AFRIKAANS	NO	NO	GAUTENG
RADIO PULPIT	ENGLISH/ AFRIKAANS	NO	NO	GAUTENG
GROOT FM	AFRIKAANS/ ENGLISH	YES	NO	GAUTENG
IMPACT RADIO	ENGLISH	NO	NO	GAUTENG
MAMS RADIO	SEPED/ SETSWANA/ IsiNDEBELE/ ENGLISH	YES	YES	GAUTENG
LEKOA FM	SOTHO/ ENGLISH	YES	YES	GAUTENG
PHELI FM	ENGLISH / PITORI LINGO	YES	YES	GAUTENG
BOK RADIO	AFRIKAANS/ ENGLISH	YES	YES	WESTERN CAPE
ZIBONELE FM	IsiXHOSA/ ENGLISH/ AFRIKAANS	YES	YES	WESTERN CAPE
CCFM	ENGLISH/ AFRIKAANS	NO	NO	WESTERN CAPE
VOC FM	ENGLISH/ AFRIKAANS	NO	NO	WESTERN CAPE
RADIO TYGERBERG	AFRIKAANS/ ENGLISH	NO	NO	WESTERN CAPE
BUSH RADIO	ENGLISH/ AFRIKAANS	NO	NO	WESTERN CAPE
HEARTBEAT	ENGLISH/ AFRIKAANS/ XHOSA	NO	NO	WESTERN CAPE
EDEN FM	AFRIKAANS/ ENGLISH/ XHOSA	YES	YES	WESTERN CAPE
FMR	ENGLISH/ AFRIKAANS	YES	YES	WESTERN CAPE
RADIO KC	AFRIKAANS/ ENGLISH	YES	YES	WESTERN CAPE
IZWI FM	IsiZULU	YES	YES	KWAZULU NATAL
NONGOMA FM	IsiZULU/ ENGLISH	YES	YES	KWAZULU NATAL
ICORA FM	IsiZULU	YES	YES	KWAZULU NATAL
MAPUTALAND	IsiZULU	YES	YES	KWAZULU NATAL
RADIO KHWEZI	IsiZULU/ GERMAN	NO	NO	KWAZULU NATAL
INANDA FM	IsiZULU/ ENGLISH	YES	YES	KWAZULU NATAL
HARRY GWALA	IsiZULU/ IsiXHOSA	YES	YES	KWAZULU NATAL
HINDVANI	HINDI/ ENGLISH	NO	YES	KWAZULU NATAL
IMBOKODO FM	IsiZULU	YES	YES	KWAZULU NATAL
HIGHWAY RADIO	ENGLISH/ IsiZULU/ AFRIKAANS	NO	NO	KWAZULU NATAL

