

Rate Card



MEDIAMARK

bringing people & media together

AUDIO | DIGITAL AUDIO & DISPLAY

EFFECTIVE 1 JULY 2024

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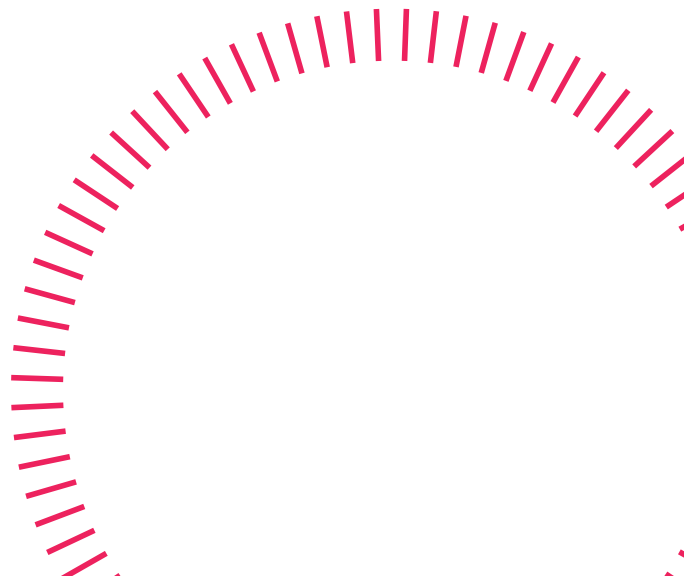
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EastCoastRadio
KZN'S NO.1 HIT MUSIC STATION

Welcome to East Coast Radio, where the heartbeat of KwaZulu-Natal pulses through the airwaves! East Coast Radio isn't just a radio station – it's a lifestyle, a vibe, and a movement!

For over 27 years, East Coast Radio has been the beacon of hope, the source of news, and the ultimate hit music destination for listeners, spreading positivity and joy to every corner of KZN. Whether tuning in for the latest chart-toppers or seeking a dose of inspiration, East Coast Radio is always right by your side, saying loud and clear, "WE'RE HERE WITH YOU!"

The award-winning hosts, cutting-edge content, and innovative multimedia solutions at East Coast Radio are all designed to keep listeners entertained, informed, and connected. From thrilling events to ground-breaking initiatives, East Coast Radio is constantly pushing the boundaries and bringing the community closer together.

East Coast Radio continues to celebrate the vibrant spirit of the East Coast, making every moment unforgettable and spreading smiles from coast to coast.



KwaZulu-Natal





EastCoastRadio
KZN'S NO.1 HIT MUSIC STATION

Mon-Fri	Generic
00:00-04:00	R330
04:00-06:00	R1 455
06:00-09:00	R19 200
09:00-12:00	R7 035
12:00-15:00	R6 795
15:00-19:00	R9 750
19:00-22:00	R1 980
22:00-24:00	R360

Saturday	Generic
00:00-06:00	R360
06:00-09:00	R5 985
09:00-12:00	R5 985
12:00-15:00	R1 950
15:00-19:00	R1 935
19:00-24:00	R675

Sunday	Generic
00:00-06:00	R330
06:00-09:00	R2 340
09:00-12:00	R2 400
12:00-15:00	R1 320
15:00-19:00	R1 305
19:00-24:00	R405

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; 17:00 - 18:00; 22:00 - 00:00
Sunday	00:00 - 06:00, 17:00 - 18:00, 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

Innovation, community, and engagement drive Jacaranda FM - a renowned multichannel media powerhouse.

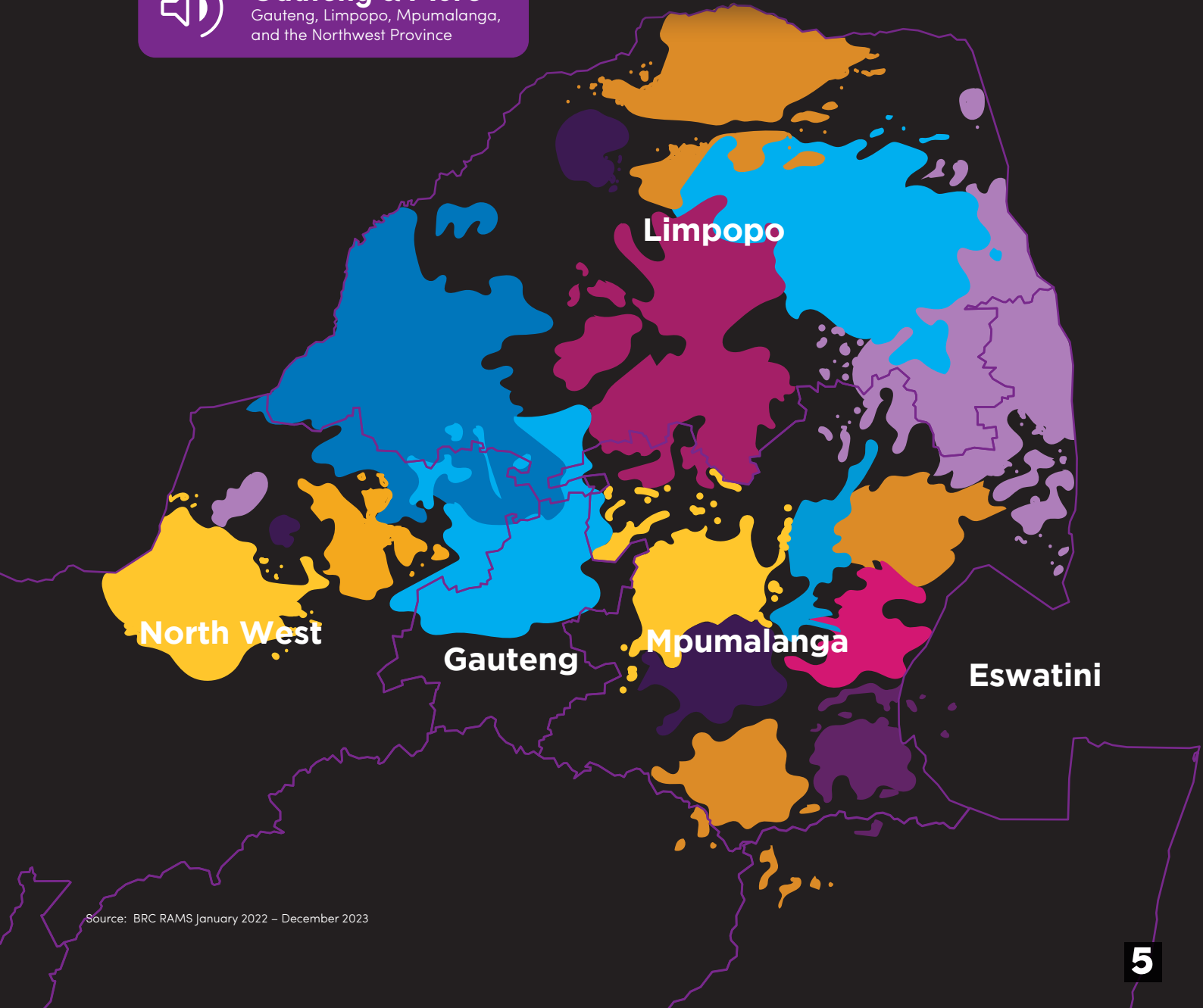
Focused on delivering top-notch talent and More Music You Love, Jacaranda FM offers a diverse range of radio programmes, social media engagement, events, and impactful community initiatives. Notably, Jacaranda FM's Good Morning Angels initiative which has been changing lives since 2005. Good Morning Angels helps the community with all manner of needs, often raising thousands and even millions for the community in need.

Engaging over 4 million people across various platforms each month, Jacaranda FM serves as a pivotal platform for businesses seeking access to a loyal, engaged, and economically active South African audience. The station provides advertisers with powerful integrated advertising solutions, connecting them with a massive radio audience across Gauteng, Limpopo, Mpumalanga, and the Northwest Province. Broadcasting in both English and Afrikaans, Jacaranda FM extends its reach nationally through its web, streaming, on-demand, and other digital audio offerings.

The Jacaranda FM audience comes from diverse cultural backgrounds, life stages, and consumer segments. The station uses a data-centric approach to reach and engage with different audiences.



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



Source: BRC RAMS January 2022 – December 2023

Mon-Fri	Generic
00:00-04:00	R 510
04:00-06:00	R4 020
06:00-09:00	R22 380
09:00-12:00	R10 560
12:00-15:00	R9 780
15:00-19:00	R12 540
19:00-22:00	R1 665
22:00-24:00	R510

Saturday	Generic
00:00-06:00	R510
06:00-09:00	R7 020
09:00-12:00	R7 605
12:00-15:00	R2 460
15:00-19:00	R2 385
19:00-24:00	R1 065

Sunday	Generic
00:00-06:00	R540
06:00-09:00	R3 345
09:00-12:00	R3 525
12:00-15:00	R2 085
15:00-19:00	R2 040
19:00-24:00	R795

Only recorded spots can be booked during these times:

Monday - 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 - 18:00; 22:00 - 24:00

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 480	R720	R720
06:00-09:00	R18 210	R3 615	R4 005
09:00-12:00	R7 995	R1 560	R2 505
12:00-15:00	R7 860	Part of Jacaranda FM Regional	R2 475
15:00-16:00	R9 600		R2 385
16:00-19:00	R9 600	R2 415	R2 385
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 500
*R1 500

Saturday	Gauteng	Limpopo	Mpumalanga
00:00-05:00	n/a	n/a	n/a
05:00-09:00	R5 040	R855	R1 860
09:00-10:00	R5 400	R870	R2 040
10:00-12:00	R5 400	Part of Jacaranda FM Regional	R2 040
12:00-14:00	R1 860		R810
14:00-15:00	R1 845	R735	R735
15:00-19:00	R1 845	R735	R735
19:00-24:00	n/a	n/a	n/a

Generic
*R885
*R885

*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

AUDIO & DISPLAY

CPM Rates				
Platform	Element	Specifications		
Display	Leaderboard	728x90 max 39k	R349	R349
	Medium Rectangle	300x250 max 39k	R350	R350
	Half Page Advertisement	300x600 max 39k	R396	R396
	Billboard	970x250 max 39k	R474	R474
	Mobile Banner	300x50 max 39k	R177	R177
	Mobile Banner	320x50 max 39k	R177	R177
	Mobile Medium Rectangle	300x250 max 39k	R224	R224

CPM Rates					
Platform	Element	Specifications			
Digital Audio	Audio Only: Pre-Roll	15 - 30 Second Audio File: mp3 / wma / aac / ogg or wav	R245	R245	R245
	Audio Only: Mid-Roll	15 - 30 Second Audio File: mp3 / wma / aac / ogg or wav	R245	R245	R245
	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	R377	R377	R377
	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: Bill-board (970x250 max 39kb)	R439	R439	R439

PLEASE NOTE:

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

Attribution and ShakeMe functionality: + R40 CPM loading on the station digital audio rate.



GENERAL

- Rates quoted exclude VAT.
- Rate card effective from 1 July 2024.
- 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 net 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.
- 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.

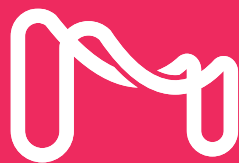
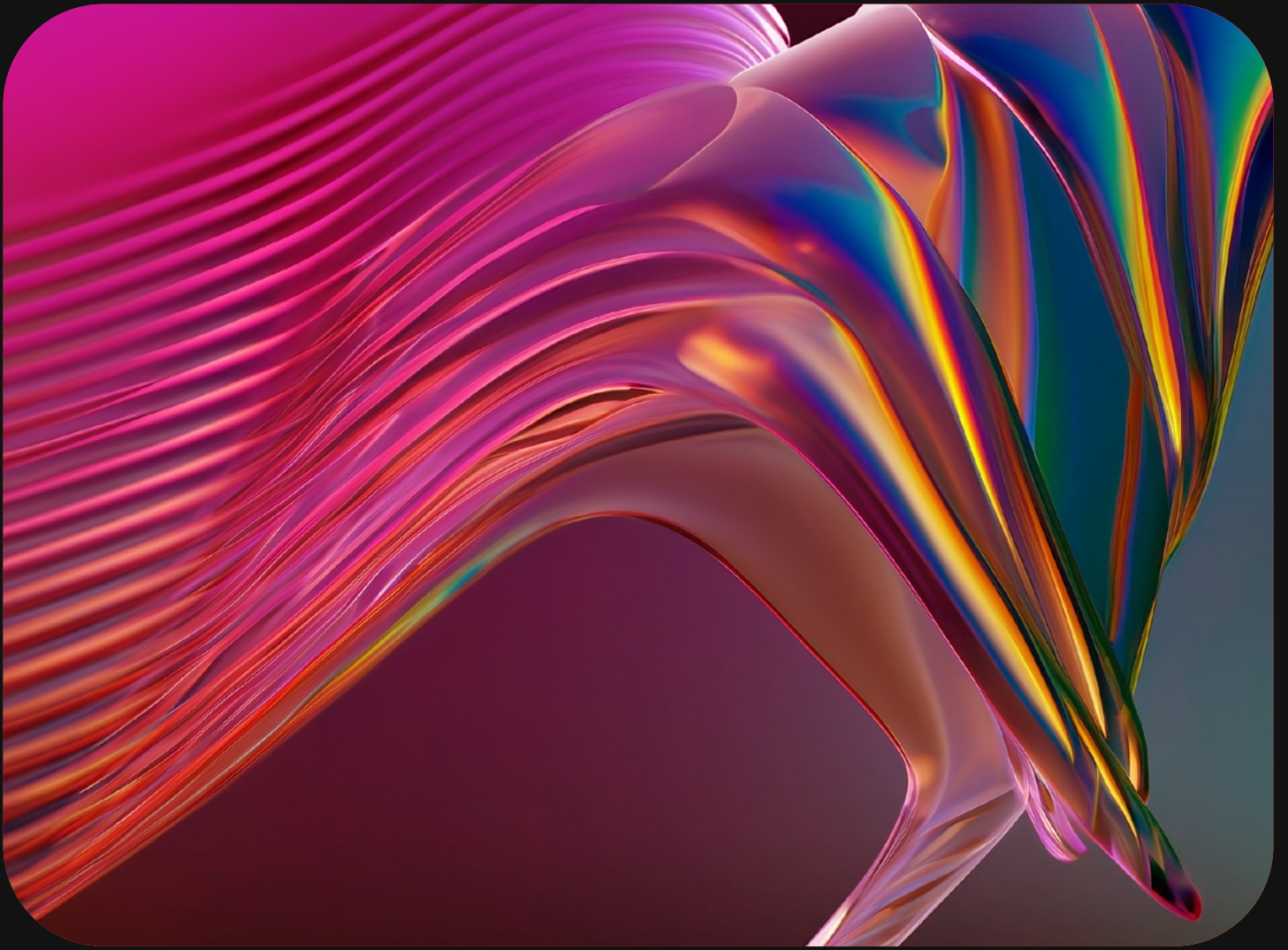
ANNUAL COMMITMENT INCENTIVES

- 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.
- E&OE.





MEDIAMARK

bringing people & media together