



Piet Retief Tourism Centre  
Piet Retief  
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### MKHONDO FM RATE CARD 2018

#### STANDARD 30-45' ADVERT

TIME	SLOT DEFINATION	MON-FRI	SAT	SUN
06:00 TO 12:00	PEAK	R600.00	R 600.00	R 450.00
12:00 TO 15:00	OFF PEAK	R 450.00	R 450.00	R 450.00
15:00 TO 21:00	PEAK	R 600.00	R 600.00	R 450.00
21:00 TO 05:00	OFF PEAK	R 450.00	R 450.00	R 450.00

*One Week advert once a day R 3 500.00 Private and Government businesses*

*One Week advert once a day R 1 750.00 for small businesses*

#### Sponsored Advertorial Interviews

Item	Rate	Service
5 minutes advertorial	R 960.00	1 on air reference & interview
10 minutes advertorial	R 1 920.00	2 on air reference & interview
15 minutes advertorial	R 3 940.00	3 on air reference & interview
30 minutes advertorial	R 6 880.00	4 on air reference & interview

#### INTERVIEWS

Item	Rate	Service
5 minutes Interview	R 800.00	Live interview
10 minutes interview	R 1200.00	Live interview
15 minutes interview	R 1600.00	Live interview
30 minutes interview	R 3 200.00	Live interview

*Telephonic interviews will cost an additional of R 300.00 on the rate*

#### COMPETITIONS

Item	Rate	Service
3 minutes	R 450.00	
5 minutes	R 600.00	
10 minutes	R 800.00	
15 minutes	R 1 100.00	
30 minutes	R 2 650.00	

*All competitions include an opening and closing billboard*

#### SPONSORSHIP (All sponsorships like traffic, news, weather, sports, cooking tips etc.)

Item	Rate	Service
5 minutes	R 500.00	
10 minutes	R 1000.00	
15 minutes	R 1500.00	
30 minutes	R 3000.00	

*All sponsorships include an opening and closing billboard*

## **OUTSIDE BROADCAST**

<b>Item</b>	<b>Rate</b>	<b>Service</b>
1 hour	R 6 500.00	Includes Presenter or DJ
2 hours	R 12 000.00	Includes Presenter or DJ
3 hours	R 20 600.00	Includes Presenter or DJ

**Sound system for events R 8 600.00 and 50% deposit**

Rate card will be reviewed from time to time by the Station Manager and all enquiries may be directed to the contacts given above.

**Mr. Sabelo Hlatshwayo**  
**Station Manager**

### **Outside/Event Broadcast**

<b>Item</b>	<b>Rate</b>	<b>Package</b>
Outside Broadcasting announcements	R 16 500.00	Interviews, competitions, 2 adverts per an hour, opening and closing billboards

### **Production Fee for Advertising Rates**

A standard production fee of R 2 500.00 will be charged to client for all production of advertisement.  
This rate includes the following;

- Studio time
- Voice over's
- CD's
- Editing
- Translation
- Script

**Note:**

1. All advertisement order must be confirmed three days in advance.
2. A 50% deposit will be required upon placement of all advertisement bookings.