

▶ Vision

To become the leading, credible voice and face of the nation and the continent.

▶ Mission

A high-performing, financially sustainable, digitised national public broadcaster that provides compelling informative, educational and entertaining content via all platforms.

▶ Values

TRUST:

To always demonstrate honesty and consistent dependability in our interactions in and outside the organisation.

RESPECT:

To respect the public mandate we are entrusted with, and conduct ourselves respectfully in all our engagements internally and externally.

INTEGRITY

To always conduct ourselves ethically and in the interest of the organisation, in the decisions we make in executing our responsibilities.

QUALITY

To aspire to, and provide the highest standard of quality in the work we produce and experiences we exchange.



I am delighted to advise you of our 2021 rate card. I have carefully considered all inputs and variables that inform the rates alongside a competent business intelligence and station management team. Our rates will increase by 3.9%, slightly below CPI, an increase we believe remains competitive and dovetails well with our stable audiences.

I will take this opportunity to share some of our key initiatives that extend beyond generics:

- Sponsorship and Bespoke opportunities we create bespoke opportunities that connects brands to our audiences these packages are communicated monthly.
- **Digital** we reach over 13 million digital citizens monthly across various platforms. We offer both social media engagement and advertising opportunities.
- Creative and Competitive Message Productions we have a highly competitive and creative team which can develop the idea from conception to execution.
- Adventure extends partnership to non-traditional revenue opportunities, such as merchandising, event-based deals, and other bespoke ideas.

I look forward to yet another fruitful year in our ongoing partnership.

Yours faithfully,

Theo Madolo,

General Manager: SABC Radio Sales

0117147061-0723229114

































SABC'S PORTFOLIO

19 Radio Stations11 Official languages9 Provinces







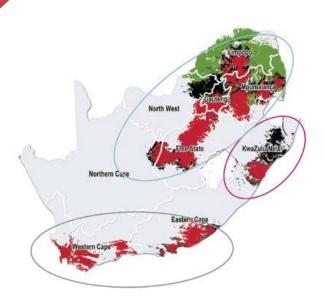
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MG5 NATIONAL COVERAGE







THE POWER BEHIND MG5



The MG5 offering is a collaboration of three of South Africa's most successful commercial stations: METRO FM, GOOD HOPE FM, and 5FM. This combination harnesses the power of these stations as a collective, and offers access to a distinctly defined target audience that leverages on the individuality of each station and creates a potent vehicle that reaches a lucrative target sector that this combo intimately understands.

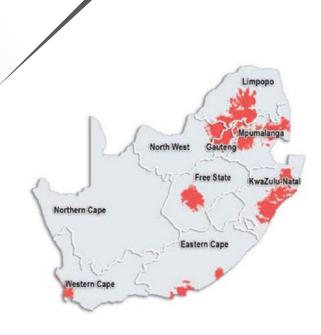


The MG5 collectively has built up trust and established relationships with the youthful, chic, hip and upwardly mobile 16-34 target market. These stations are the trendsetters – they are on the pulse, bringing the cutting edge of trends, music, fashion, and attitude to the audiences - placing all three stations at the top of their game.

The MG5 stations have numerous years of experience with the youth and youthful market and have an acute appreciation of their desires and aspirations, especially in the modern context. This generation is a lot more marketing-savvy and has a healthy dose of cynicism going on. Bearing in mind, MG5 can guide you, the advertiser, on how best to speak to 16-34-year-old consumers and still get more bang for your buck. From generic 30 second sound bites to on-air promotions with bespoke concepts, to Outside Broadcasts, millions of followers on social media platforms, etc. – SABC Radio simply has this market at the touch of a button.

METRO FM





METRO FM is the largest national urban commercial station in South Africa. The station embodies and reflects the style and attitude of its listeners, who are ambitious, high flyers with the confidence that comes from being comfortable in a multiracial multicultural, South Africa.

Though primarily a music station METRO FM also delivers credible and unbiased news reporting that keeps its listeners' involved and informed. As a brand, METRO FM is influential in driving the habits of its listeners as an extension of the listener's lifestyle. METRO FM is well positioned as a primary vehicle to reach the emerging, influential and aspirant Black market.

METRO FM is a mentor and guide for youthful urban adults that embrace a pragmatic and successful life and is influential in their constantly changing environment. As the iconic leader in its market, broadcasting in English, METRO FM is idealy positioned to deliver both a global and national perspective that instills confidence and inspires its audiences. Its national footprint and progressive audience profile offer advertisers a cost - effective medium to reach quality audience.

- metrofm.co.za
- **f** metrofmsa
- METROFMSA
- (iii) metrofmsa
- metrofmsa
- (P) iono.fm/p/148

METRO FM - NETT RATES

TIMES	APR 2021
MON-THU	
00:00-03:00	720
03:00-05:00	780
05:00-06:00	3 690
06:00-07:00	28 740
07:00-08:00	26 700
08:00-09:00	21 600
09:00-12:00	12 360
12:00-15:00	11 910
15:00-16:00	14 520
16:00-17:00	17 400
17:00-18:00	21 600
18:00-19:30	24 660
19:30-21:00	7 110
21:00-24:00	2010
FRIDAY	
00:00-03:00	720
03:00-05:00	780
05:00-06:00	3 690
06:00-07:00	28 740
07:00-08:00	26 700
08:00-09:00	21 600
09:00-12:00	12 360
12:00-15:00	11 910
15:00-16:00	14 520
16:00-17:00	17 400
17:00-18:00	21 600
18:00-19:30*	24 660
19:30-22:00	7 110
22:00-24:00	2010
SATURDAY	
00:00-03:00	660
03:00-06:00	1 290
06:00-09:00	9 210
09:00-13:00	13 800
13:00-16:00	10 560
16:00-19:00	5 910
19:00-22:00	2 490
22:00-24:00	2 250
SUNDAY	
00:00-03:00	960
03:00-06:00	1 170
06:00-09:00	4 710
09:00-12:00	7 860
12:00-15:00	8 310
15:00-18:00	6 510
18:00-21:00	3 210
21:00-24:00	1 530

^{*18:00 -19:30} features the Robert Marawa Sport feature simulcast on METRO FM and Radio 2000. Monday - Friday. Advertisers are charged a single R24,660 for the broadcast on both stations.

A-115-55	
GENDER	%
Male	50
Female	50
AREA	%
Metro	75
Urban	19
Rural	6
DEVICE	%
Radio	76
	34
	31
_ <u>* * *</u>	15 3
	%
	35
	31
50+ years	13
LANGUAGE (fop 2)	%
	34
Xhosa	13
LOCATION	%
	92
Vehicle	37
Work/Uni	12
Other	4
RACE	%
	87
	2 2
	9
EXCLUSIVE	%
Listeners	22
	<u>32</u>
PROVINCE	
PROVINCE Eastern Cape	% 8
Eastern Cape Free State	% 8 2
Eastern Cape Free State Gauteng	% 8 2 61
Eastern Cape Free State Gauteng KwaZulu-Natal	% 8 2 61 11
Eastern Cape Free State Gauteng KwaZulu-Natal Limpopo	% 8 2 61 11 2
Eastern Cape Free State Gauteng KwaZulu-Natal Limpopo Mpumalanga	% 8 2 61 11 2 5
Eastern Cape Free State Gauteng KwaZulu-Natal Limpopo Mpumalanga North West	% 8 2 61 11 2 5
Eastern Cape Free State Gauteng KwaZulu-Natal Limpopo Mpumalanga North West Northern Cape	% 8 2 61 11 2 5
Eastern Cape Free State Gauteng KwaZulu-Natal Limpopo Mpumalanga North West Northern Cape Western Cape	% 8 2 61 11 2 5 5 1 6
Eastern Cape Free State Gauteng KwaZulu-Natal Limpopo Mpumalanga North West Northern Cape Western Cape ES SEM	% 8 2 61 11 2 5 5 1 6
Eastern Cape Free State Gauteng KwaZulu-Natal Limpopo Mpumalanga North West Northern Cape Western Cape	% 8 2 61 11 2 5 5 1 6
Eastern Cape Free State Gauteng KwaZulu-Natal Limpopo Mpumalanga North West Northern Cape Western Cape ES SEM SEM 1	% 8 2 61 11 2 5 5 1 6 %
Eastern Cape Free State Gauteng KwaZulu-Natal Limpopo Mpumalanga North West Northern Cape Western Cape ES SEM SEM 1 SEM 2 SEM 3 SEM 4	% 8 2 61 11 2 2 5 5 1 6 6 % 2 4 4 6 8 8
Eastern Cape Free State Gauteng KwaZulu-Natal Limpopo Mpumalanga North West Northern Cape Western Cape ES SEM SEM 1 SEM 2 SEM 3 SEM 4 SEM 5	% 8 2 61 111 2 5 5 5 1 6 6 8 4 6 8 10
Eastern Cape Free State Gauteng KwaZulu-Natal Limpopo Mpumalanga North West Northern Cape Western Cape ES SEM SEM 1 SEM 2 SEM 3 SEM 4 SEM 5 SEM 5 SEM 6	% 8 2 61 111 2 5 5 1 6 % 2 4 6 8 10 15
Eastern Cape Free State Gauteng KwaZulu-Natal Limpopo Mpumalanga North West Northern Cape Western Cape ES SEM SEM 1 SEM 2 SEM 3 SEM 4 SEM 5 SEM 6 SEM 7	8 2 61 11 2 5 5 1 6 7 8 2 4 6 8 10 15 15 10 10 10 10 10 10 10 10 10 10 10 10 10
Eastern Cape Free State Gauteng KwaZulu-Natal Limpopo Mpumalanga North West Northern Cape Western Cape ES SEM SEM 1 SEM 2 SEM 3 SEM 4 SEM 5 SEM 5 SEM 6	% 8 2 61 111 2 5 5 1 6 % 2 4 6 8 10 15
	AREA Metro Urban Rural DEVICE Radio Cell phone Vehicle radio TV Computer AGE 15-24 years 25-34 years 35-49 years 50+ years LANGUAGE (fop 2) Zulu Xhosa LOCATION Home Vehicle Work/Uni Other RACE Black White Indian or Asian Coloured EXCLUSIVE

GOOD HOPE FM





Good Hope FM is a station that truly strives to Connect Cape Town on every level. It is Cape Town's leading music-focused, interactive, lifestyle radio station. The radio format provides a music mix of Commercial Hit Radio, Hip Hop, Pop, EDM, and Old School. The station encapsulates the energy, fun and engage Capetonians through relevant music, entertainment, news, and events.

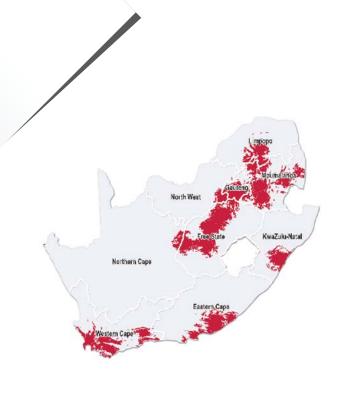
- goodhopefm.co.za
- Good Hope FM
- **y** @GoodHopeFM
- @goodhopefm
- **▶** Good Hope FM
- goohopefmza
- **Good Hope FM**

GOOD HOPE FM - NETT RATES

TIMES	APR 2021
MON-THU	
00:00-06:00	240
06:00-09:00	2 970
09:00-12:00	3 450
12:00-15:00	2 250
15:00-18:00	2 250
18:00-21:00	2 130
21:00-24:00	900
FRIDAY	
00:00-06:00	210
06:00-09:00	2 970
09:00-12:00	3 450
12:00-15:00	2 970
15:00-18:00	2 250
18:00-22:00	900
22:00-24:00	180
SATURDAY	
00:00-06:00	240
06:00-09:00	900
09:00-12:00	2 010
12:00-15:00	1 050
15:00-18:00	360
18:00-22:00	420
22:00-24:00	240
SUNDAY	
00:00-06:00	240
06:00-09:00	540
09:00-12:00	1 050
12:00-15:00	720
15:00-18:00	420
18:00-22:00	270
22:00-24:00	240

M	GENDER	9
(Male	52
	Female	4
	AREA	9
	Metro	74
	Urban	18
	Rural	
(2)	DEVICE	9
	Radio	8
	Cell phone	2
	Vehicle radio	2
	TV	1
	Computer	
	AGE	9
	15-24 years	2
	<u>25-34 years</u>	2
	35-49 years	2
	50+ years	2
	LANGUAGE (top 2)	%
	Afrikaans	5
	English	4
	LOCATION	%
	Home	9
	Vehicle	3
	Work/Uni	1
	Other	
	RACE	9
	Black	•
	White	
	Indian or Asian	
	Coloured	8:
	EXCLUSIVE	9
	Listeners	39
	DDOV/INCE	_
Jr.3	PROVINCE	9
	Eastern Cape Free State	-
	Gauteng	
	KwaZulu-Natal	
	Limpopo	
	Mpumalanga	
	North West	
	Northern Cape	
	Western Cape	9,
38	ES SEM	9
	SEM 1	
	SEM 2	
	SEM 3 SEM 4	
	SEM 5	
	SEM 6	1
	SEM 7	1
	SEM 8	1
	SEM 9	2
	SEM 10	- 12





5FM is the entertainment powerhouse for South African youth, offering the most popular contemporary music and entertainment, 5FM is on the pulse of global music and content trends, thereby offering its audiences access and opportunity to be part of the energy and dynamism of the fast-changing youthful global community. The station's inclusive youthful mindset, combined with its passionate innovative attitude allows the station to deliver an environment where the diverse youth of South Africa meet and amplify their experiences. 5FM is the only national platform that offers advertisers access to the upwardly mobile and trendsetting youth of South Africa.

- 5fm.co.za
- **f** 5FM(thepowerof5fm)
- **9** @5FM
- (©) @5FM
- **▶** 5FMTV
- J 5FM

5FM - NETT RATES

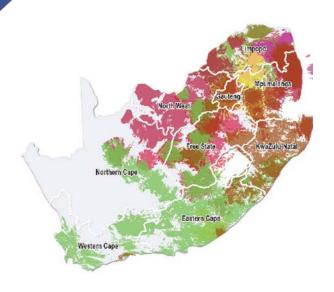
TIMES	APR 2021
MON-FRI	
01:00-04:00	390
04:00-05:00	540
05:00-06:00	2 970
06:00-07:00	9 210
07:00-08:00	9 660
08:00-09:00	9 660
09:00-12:00	8 310
12:00-15:00	3 930
15:00-16:00	7 860
16:00-17:00	9 660
17:00-18:00	9 210
18:00-19:00	9 660
19:00-22:00	2 730
22:00-01:00	420
SATURDAY	400
01:00-04:00 04:00-07:00	420 840
07:00-10:00	2 490
10:00-14:00	4 170
14:00-17:00	2010
17:00-17:00	1 650
19:00-22:00	1 650
22:00-01:00	420
SUNDAY	420
01:00-04:00	390
04:00-07:00	660
07:00-10:00	1 290
10:00-14:00	2 970
14:00-17:00	1 890
17:00-19:00	1 050
19:00-22:00	840
22:00-01:00	390

(one w	eek cume)	
(Ø)	GENDER	7
Ŧ	Male	6(
	Female	4
	AREA	9
	Metro	7
	Urban	2
	Rural	-
	DEVICE	9
	Radio	6.
	Cell phone	2
	Vehicle radio	5
	TV Computer	10
	AGE	9
	15-24 years	2.
	25-34 years	32
	35-49 years	28
	50+ years	1.
	LANGUAGE (top 2)	9
	English	5
	Afrikaans	18
	LOCATION	%
	Home	7
	Vehicle	54
	Work/Uni	10
	Other	
(2)	RACE	%
	Black	34
	White Indian or Asian	4;
	Coloured	1;
	EXCLUSIVE	9
	Listeners	28
	PROVINCE	9
	Eastern Cape	12
	<u>Free State</u>	
	Gauteng	4
	KwaZulu-Natal	14
	Limpopo	
	Mpumalanga	-
	North West	
	Northern Cape Western Cape	1
	ES SEM	9
Q.	SEM 1	
	SEM 2	;
	SEM 3	2
	SEM 4	4
	SEM 5	
	SEM 6	-
	SEM 7	1
	SEM 8	14
	SEM 9	3
	SEM 10	



ALS NATIONAL COVERAGE

























THE POWER BEHIND ALS

African language Services (ALS) Radio is for all South Africans (young and old) from all walks of life (urban, township and rural) who speak and understand South African indigenous languages. ALS is governed by the mandate to educate, inform, entertain, support, develop culture and as far as possible, ensure the fair and equal treatment of all languages. These traditions and practices provide a solid foundation to understand the modern psyche of the various cultural groups and what motivates consumption behavior.

The different radio stations in this category enrich the lives of audiences by inspiring a strong sense of belonging. Knowledge and capacity building are the key drivers and the stations are seen as dependable and trusted friends. Listeners get a strong connection to their roots within the context of a modern environment. Programming revolves around personal empowerment, lifestyle enhancement, moral regeneration, finanacial independence, rural development, societal upliftment, national-bulding, and cultural revival. This is a powerful lower, middle and high income with real spending power.

ALS Listener Insights:

- They self-actualise and improve their lives, strive for greater things in life
- Constantly uncover and unleash their own potential
- They hold the key to the masses
- Caught between their dreams and reality
- Ambitious and quality education are key
- Driven by the need to succeed

IKWEKWEZI FM





Ikwekwezi FM takes pride of place as the only national radio station in the country that caters for the isiNdebele community of South Africa and beyond. The only radio station that represents isiNdebele language but accommodates listeners from other speech communities and can be listened to and understood by even language speakers outside of the isiNguni group. It relentlessly, credibly and innovatively leads and encourages intellectual and community development in isiNdebele speech community and all other audiences who understand the isiNdebele language.

Positioned to improve the lives of its listeners, it keeps them in touch with current issues, while catering for their media needs and tastes. It follows a musical and talk based format whilst understanding that its target market derives pleasure in receiving resourceful information that also comes its way entertainingly. As a trustworthy, progressive, outgoing, and engaging station, Ikwekwezi FM has a variety of music genres on offer, from Gospel (Clap&Tap notably), Ballads, R&B, House, amaPiyano, Afro-Soul, to, by all means, the all colourfull isiNdebele Traditional Music. Easy to identify and resonate with. Evolving with the Ndebele cultural and aesthetic values in sight and sound, it is Ikwekwezi FM.

- (ikwekwezifm.co.za
- **f** @lkwekweziFM
- @ Ikwekwezi_FM
- @ikwekwezifm
- ▶ IkwekweziFM

IKWEKWEZI FM - NETT RATES

TIMES	APR 2021
MON-FRI	
00:00-05:00	300
05:00-06:00	600
06:00-07:00	2 730
07:00-09:00	2 730
09:00-12:00	1 650
12:00-15:00	1 410
15:00-17:00	1 770
17:00-18:00	1 770
18:00-19:00	1 170
19:00-21:00	1 530
21:00-24:00	480
SATURDAY	
00:00-05:00	270
05:00-06:00	420
06:00-07:00	900
07:00-09:00	1 050
09:00-10:00	840
10:00-12:00	720
12:00-12:30	780
12:30-15:00	780
15:00-18:00	780
18:00-21:00	420
21:00-24:00	300
SUNDAY	
00:00-03:00	270
03:00-06:00	420
06:00-07:00	840
07:00-09:00	960
09:00-12:00	840
12:00-15:00	840
15:00-18:00	600
18:00-21:00	420
21:00-24:00	300

STATION LISTENERS

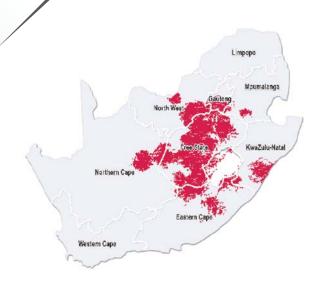
(one week cume)

@	GENDER	%
Y	Male	47
	Female	53
	AREA	%
	Metro	30
	Urban	54
	Rural	17
	DEVICE	%
	Radio	79
	Cell phone	35
	Vehicle radio	22
	TV Computer	15 2
	AGE	%
	15-24 years	20
	25-34 years	28
	35-49 years	29
	50+ years	23
	LANGUAGE (top 2)	%
	Zulu	40
	Ndebele	34
	LOCATION	%
9	Home	95
	Vehicle	30
	Work/Uni	8
	Other	3
9	RACE	%
	Black	99
	White	-
	Indian or Asian	1
	Coloured	
	EXCLUSIVE	%
	Listeners	55
	PROVINCE	%
	Eastern Cape	
	Free State	
	Gauteng	32
	KwaZulu-Natal	1
	Limpopo	4
	Mpumalanga North West	61 2
	Northern Cape	
	Western Cape	
9	ES SEM	%
31	SEM 1	5
	SEM 2	7
	SEM 3	8
	SEM 4	15
	SEM 5	16
	SEM 6	18
	SEM 7 SEM 8	12 11
	SEM 9	6
	SEM 10	

SEM 10

LESEDI FM





Lesedi FM broadcasts from Bloemfonteing to the Sesotho-speaking and understanding communities. It is the biggest Sesotho radio station in South Africa. As a needs-driven participatory radio station, Lesedi FM provides regular programming that touches on issues that have a direct bearing on the development of listeners. Lesedi FM's listeners are well informed. They are kept abreast of issues affecting their lives on a local, national and global level. The radio station strives to reconcile traditional values with the freedom to revel in the modern world.

Lesedi FM is committed to providing psycho-social enrichment for its audiences. With a massive spillover into Lesotho, Lesedi FM's programming supports the growth & empowerment of the listeners while ensuring that traditional values remain relevant in a contemporary environment.

- (C) lesedifm.co.za
- **f** LesediFM
- LesediFM
- (i) lesedifm
- LesediFMPictureStream

LESEDI FM - NETT RATES

TIMES	APR 2021
MON-FRI	
23:00-02:00	480
02:00-05:00	480
05:00-06:30	3 450
06:30-09:00	11 460
09:00-12:00	8 760
12:00-12:30	6 210
12:30-15:00	5 610
15:00-18:00	5 610
18:00-19:00	3 930
19:00-20:00	4 170
20:00-23:00	900
SATURDAY	2.010
23:00-06:00	2 010 5 610
	6 210
07:00-09:00 09:00-12:00	5 010
12:00-15:00	2 730
15:00-18:00	2 250
18:00-21:00	1 770
21:00-23:00	540
SUNDAY	
23:00-06:00	480
06:00-07:00	5 610
07:00-09:00	5 910
09:00-12:00	6 510
12:00-15:00	2 250
15:00-18:00	2 010
18:00-21:00	1 170
21:00-23:00	480

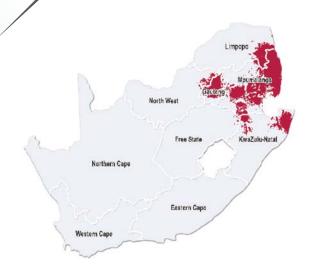
STATION LISTENERS

(one week cume)

(00	,	
(Q)	GENDER	%
*	Male	4
	Female	54
	AREA	7
	Metro	38
	Urban	47
	Rural	1.
	DEVICE	%
	Radio	7.
	Cell phone	3
	Vehicle radio	18
	TV	20
	Computer	- 2
	AGE	%
	15-24 years	20
	25-34 years	2
	35-49 years	27
	50+ years	27
	LANGUAGE (top 2)	%
	Sesotho	70
	Setswana	13
	LOCATION	%
(9)	Home	9.
	Vehicle	2
	Work/Uni	(
	Other	4
(RACE	%
	Black	99
	White	
	Indian or Asian	
	Coloured	
	EXCLUSIVE	%
	Listeners	59
	DD OVINGE	
(P.)	PROVINCE	7
	Eastern Cape Free State	41
	Gauteng	42
	KwaZulu-Natal	
	Limpopo	
	Mpumalanga	
	North West	11
	Northern Cape	
	Western Cape	
32	ES SEM	7
	SEM 1	8
	SEM 2	14
	SEM 3	14
	SEM 4 SEM 5	13 13
	SEM 6	12
	SEM 7	10
	SEM 8	9
	SEM 9	;
	SEM 10	

LIGWALAGWALA FM





Ligwalagwala FM prides itself on being an upbeat radio station that speaks to young, motivated, upwardly mobile black SiSwati-speaking people. Playing a mix of Ama-Piano, Ballads, House, R&B and Gospel, Ligwalagwala FM appeals to its listeners who are progressive and brand-conscious as they have true urban identities.

The radio station aims to act as a friend, teacher, entertainer and nation builder for its listeners, broadcasting content that enriches the daily lives of its audience. As a medium, Ligwagwala FM supports the culture and identity of the eMaSwati people and sees itself as a platform to disseminate reliable information in a respectful, honest and fair manner.

The station offers a highly interactive environment with its listeners, providing a perfect mixture of news, music, current affairs, talk shows, education, sport, weather and traffic.

- (P) ligwalagwalafm.co.za
- f @ligwalagwalaFM
- @ligwalagwalaFM
- (©) @ligwalagwalaFM
- LigwalagwalaFM Ligcabho Lesive

LIGWALAGWALA FM -NETT RATES

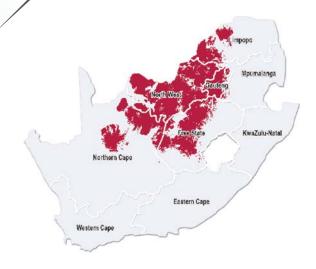
TIMES	APR 2021	
MON-FRI		
00:00-03:00	300	
03:00-05:30	1 170	
05:30-06:30	1 410	
06:30-09:00	3 210	
09:00-10:00	2 490	
10:00-12:00	2 490	
12:00-15:00	1 290	
15:00-17:00	2 250	
17:00-18:00	2 490	
18:00-19:00	1 650	
19:00-21:00	1 530	
21:00-24:00	300	
SATURDAY		
00:00-03:00	300	
03:00-06:00	540	
06:00-07:00	1 530	
07:00-09:00	1 770	
09:00-10:00	1 170	
10:00-12:00	1 170	
12:00-14:30	960	
14:30-15:00	900	
15:00-18:00	960	
18:00-21:00	960	
21:00-24:00	540	
SUNDAY		
00:00-03:00	270	
03:00-06:00	420	
06:00-07:00	1 650	
07:00-09:00	1 650	
09:00-12:00	1 290	
12:00-15:00	720	
15:00-18:00	960	
18:00-19:00	720	
19:00-20:00	720	
20:00-22:00	270	
22:00-24:00	270	

@	GENDER Male	% 45
	Female	55
	AREA	%
	Metro	6
	Urban	31
	Rural	62
	DEVICE	%
	Radio	74
	Cell phone	40
	Vehicle radio TV	24 24
	Computer	4
	AGE	%
	15-24 years	26
	25-34 years	31
	35-49 years	25
	50+ years	17
	LANGUAGE (top 2)	%
	Swati	63
	Zulu	27
0	LOCATION	%
9	Home	97
	Vehicle	31
	Work/Uni	8
	Other	5
9	RACE	%
	Black	99
	White Indian or Asian	
	Coloured	1
		%
	EXCLUSIVE	
	Listeners	63
	PROVINCE	%
	Eastern Cape	-
	Free State	1
	Gauteng	7
	KwaZulu-Natal	2
	Limpopo Mpumalanga	1 89
	North West	- 07
	Northern Cape	_
	Western Cape	-
38	ES SEM	%
OK.	SEM 1	6
	SEM 2	25
	SEM 3	20
	SEM 4	12
	SEM 5	12
	SEM 6	6
	SEM 7 SEM 8	8
	SEM 9	3
	SEM 10	3



MOTSWEDING FM





It is the largest Setswana radio station in South Africa, with listeners that look up to the radio station as a source of education and entertainment. Motsweding FM has spillover listenership in Botswana.

The station aims to be the contemporary voice of Setswana-speaking and understanding South Africans by acknowledging and being proud of its cultural heritage, without being ahead of itself - our listeners act local yet thinks global. The radio station's core philosophy is personal empowerment.

The station supports knowledge capacity, thus creating positive values with a focus on the future. Motsweding FM embodies the ambitions of being worldly and cosmopolitan.

- motswedingfm.co.za
- **f** motswedingFM
- **y** motswedingfm
- motswedingfm
- **▶** KonkaBokamoso

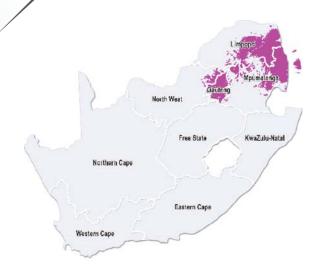
MOTSWEDING FM - NETT RATES

TIMES	APR 2021
MON-FRI	
00:00-04:00	390
04:00-06:00	1 530
06:00-07:00	8 760
07:00-10:00	8 760
10:00-13:00	6 510
13:00-15:00	4 410
15:00-18:00	5 610
18:00-19:00	2 250
19:00-20:00	2 490
20:00-24:00	1 290
SATURDAY	
00:00-02:00	660
02:00-04:00	660
04:00-06:00	780
06:00-09:00	3 930
09:00-12:00	3 450
12:00-13:00	2 730
13:00-14:00	2 490
14:00-15:00	2 490
15:00-18:00	2 250
18:00-21:00	1 530
21:00-24:00	660
SUNDAY	
00:00-02:00	660
02:00-04:00	660
04:00-06:00	780
06:00-09:00	2 490
09:00-12:00	2 730
12:00-13:00	2 490
13:00-14:00	2 010
14:00-15:00	2 010
15:00-18:00	1 890
18:00-20:00	1 050
20:00-21:00	1 170
21:00-24:00	360

	GENDER	9
(Q)		
	Male	48
	Female	52
	AREA	9
	Metro	18
	Urban	3
	Rural	4
	DEVICE	9
	Radio	72
	Cell phone	3.
	Vehicle radio	18
	TV	20
	Computer	
	AGE	7
	15-24 years	20
	25-34 years	2
	35-49 years	2
	50+ years	2
	LANGUAGE (top 2)	9
	Setswana	79
	Sesotho	9
	LOCATION	9
9	Home	9.
	Vehicle	2
	Work/Uni	
	Other	ļ
	RACE	9
	Black	98
	White	
	Indian or Asian	
	Coloured	
	EXCLUSIVE	9
	Listeners	5
	1=	
	PROVINCE	9
	Eastern Cape	
	<u>Free State</u>	
	Gauteng	2
	KwaZulu-Natal	
	Limpopo Mpumalanga	
	North West	62
	Northern Cape	10
	Western Cape	
10	ES SEM	%
2.	SEM 1	10
	SEM 2	1.
	SEM 3	1:
	SEM 4	14
	SEM 5	13
	SEM 6	1
	SEM 7	•
	SEM 8	•
	SEM 9	
	SEM 10	

MUNGHANA LONENE FM





Munghana Lonene FM is an SABC radio platform that broadcasts predominantly in Xitsonga and forms an integral part of a successful, caring nation with a proudly South African rhythm. The station's broadcast reach stretches from Limpopo to Gauteng, Mpumalanga and the North West province.

Boasting a vibrant mix of education, information and entertainment, the station has found appeal with a large cross-section of the population who are active participants in the shows, adding their opinion and seeking advice. Musically the station offers a mix of Soul, R&B, Kwaito, Gospel, Hip Hop, Rap and Pop. As a station, Munghana Lonene FM understands the responsibility that it has towards its listeners, and is committed to providing diverse and credible programming content characterised by reliability, relevance and excellence.

Amongst other duties, the stations is committed to be the number one promoter of the Xitsonga language and the preserver of culture and heritage of the Vatsonga na Machangani nation.

- munghanalonenefm.co.za
- Munghana Lonene FM: Makomba Ndlela
- @Munghana
- @munghanalonene
- Munghana Lonene FM

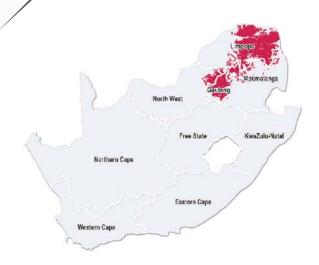
MUNGHANA LONENE FM -NETT RATES

TIMES	APR 2021
MON-FRI	
00:00-03:00	330
03:00-05:00	600
05:00-06:00	1 290
06:00-07:00	2 490
07:00-09:00	2 730
09:00-12:00	1 770
12:00-13:30	1 290
13:30-15:00	1 170
15:00-18:00	2 010
18:00-19:00	1 890
19:00-20:00	1 530
20:00-21:00	1 290
21:00-22:00	480
22:00-24:00	480
SATURDAY	
00:00-03:00	240
03:00-06:00	720
06:00-07:00	1 770
07:00-09:00	1 770
09:00-12:00	1 650
12:00-14:00	1 290
14:00-18:00	1 410
18:00-20:00	1 290
20:00-21:00	1 050
21:00-24:00	1 050
SUNDAY	
00:00-03:00	240
03:00-06:00	540
06:00-08:00	1 410
08:00-09:00	1 410
09:00-10:00	1 410
10:00-11:00	1 410
11:00-13:00	1 290
13:00-14:00	1 170
14:00-18:00	1 410
18:00-19:00	720
19:00-21:00	660
21:00-24:00	240

(00	,	
(Q)	GENDER	9
G	Male	4:
	Female	5
	AREA	9
	Metro	2
	Urban	
	Rural	69
(.)	DEVICE	9
	Radio	
	Cell phone	4:
	Vehicle radio	10
	TV	2
	Computer	
	AGE	%
	15-24 years	2.
	25-34 years	30
	35-49 years	2
	50+ years	20
	LANCHACE (top 2)	9
	LANGUAGE (top 2)	
	Tsonga Sepedi	88
(Q)	LOCATION	9
	Home	97
	Vehicle	22
	Work/Uni Other	•
	RACE	100
	Black White	100
	Indian or Asian	
	Coloured	
		· ·
	EXCLUSIVE	7
	Listeners	80
	PROVINCE	9
	Eastern Cape	
	Free State	
	Gauteng	24
	KwaZulu-Natal	
	Limpopo	49
	Mpumalanga	2
	North West Northern Cape	-
	Western Cape	
	ES SEM	%
		18
	SEM 1 SEM 2	30
	SEM 3	10
	SEM 4	1
	SEM 5	- 1
	SEM 6	ļ
	SEM 7	(
	SEM 8	
	SEM 9 SEM 10	
	NEWLIU	

PHALAPHALA FM





Phalaphala FM is a proud-modern-home of Tshiven-daspeaking and understanding people, representing cultural diversity by preserving rich heritage through information, education and entertainment for current and future generations". The station is family-oriented with a strong sense of community and its content is equally balanced to appeal to rural and urban audiences. Phalaphala FM's main footprint is Limpopo and Gauteng with spillage in North west and Mpumalanga. Listeners from other countries and out of South Africa can access the station online. The station's music format is middle of the road format and mid-tempo with highest percentage of Tshivenda music.

- phalaphalafm.co.za
- Phalaphala FM: Ri Na 'Nwi Misi Yothe
- @Phalaphala
- Phalaphala_Officialpage
- Phalaphala Fm: Ri na 'nwi misi yothe

PHALAPHALA FM -**NETT RATES**

TIMES	APR 2021
MON-FRI	
00:00-03:00	270
03:00-05:00	840
05:00-06:00	900
06:00-07:00	2 250
07:00-09:00	2 490
09:00-12:00	1 290
12:00-15:00	1 410
15:00-18:00	1 170
18:00-19:00	960
19:00-20:00	960
20:00-22:00	900
22:00-24:00	420
SATURDAY	
00:00-03:00	330
03:00-06:00	480
06:00-07:00	1 290
07:00-09:00	1 410
09:00-11:00	900
11:00-12:00	720
12:00-14:00	660
14:00-18:00	1 050
18:00-21:00	480
21:00-24:00	300
SUNDAY	
00:00-03:00	270
03:00-06:00	390
06:00-07:00	900
07:00-10:00	1 050
10:00-12:00	660
12:00-14:00	840
14:00-18:00	900
18:00-19:00	390
19:00-20:00	420
20:00-21:00	360
21:00-24:00	240

(0	, , , , , , , , , , , , , , , , , , , ,	
(Q)	GENDER	%
(A)	Male	48
	Female	52
	AREA	9
	Metro	18
	Urban	1:
	Rural	68
	DEVICE	7
	Radio	64
	Cell phone	4
	Vehicle radio	10
	TV	2
	Computer	
	AGE	9
	15-24 years	2
	25-34 years	3(
	35-49 years	2
	50+ years	1:
	<u>55 / 5 65</u>	
	LANGUAGE (top 2)	9
	Venda	88
	Tsonga	
Q	LOCATION	%
	['] <u>Home</u>	90
	Vehicle	2
	Work/Uni	
	Other	
	RACE	9
	Black	100
	White	100
	Indian or Asian	
	Coloured	
	20100100	
	EXCLUSIVE	9
	Listeners	84
	PROVINCE	9
	Eastern Cape	
	Free State	
	Gauteng	18
	KwaZulu-Natal	
	Limpopo	79
	Mpumalanga	- 1
	North West	
	Northern Cape	
	Western Cape	
	EC CEAA	6
	ES SEM	7
	SEM 1	20
	SEM 2	20
	SEM 3	1.
	SEM 4	14
	SEM 5	- 8
	SEM 6	-
	CELLZ	
	SEM 7	
	SEM 8	
		;



THOBELA FM





Thobela FM is a progressive contemporary voice of Sepedispeaking and/or understanding South Africans who are proud and respectful of their cultural heritage. Thobela FM is the custodian of the Northern Sotho people. Listeners trust the station and trust the messaging being provided. The station prides itself on content that is authentic and current and continues to keep abreast with local trends. Thobela FM remains the 5th favourite in Top SA Radio Stations.

- (thobelafm.co.za
- f Thobela FM Yaka
- @ThobelaFMYaka
- (a) @thobelafmyaka
- UCDt5wmbMlskMAgaHlXlOi6A

THOBELA FM - NETT RATES

TIMES	APR 2021
MON-FRI	
00:00-03:00	300
03:00-05:00	2 250
05:00-06:00	2 250
06:00-07:00	7 860
07:00-09:00	9 210
09:00-12:00	4 410
12:00-13:00	3 930
13:00-15:00	3 930
15:00-18:00	4 710
18:00-19:00	3 690
19:00-20:00	4 410
20:00-21:00	4 410
21:00-22:00	1 290
22:00-24:00	720
	, 20
SATURDAY	
00:00-03:00	390
03:00-06:00	1 410
06:00-07:00	3 690
07:00-09:00	4 170
09:00-10:00	3 690
10:00-13:00	3 210
13:00-14:00	1 770
14:00-15:00	1 770
15:00-18:00	1 890
18:00-22:00	1 410
22:00-24:00	480
SUNDAY	
00:00-03:00	480
03:00-06:00	960
06:00-07:00	3 930
07:00-08:00	4 710
08:00-11:00	3 930
11:00-13:00	3 930
13:00-15:00	1 890
15:00-18:00	2 010
18:00-19:00	1 890
19:00-20:00	1 890
20:00-21:00	720
21:00-22:00	720
22:00-23:00	660
23:00-24:00	660

(one w	еек ситеј	
(d)	GENDER	%
(S	Male	46
	Female	54
	AREA	%
	Metro	20
	Urban	21
	Rural	59
	DEVICE	%
	Radio	67
	Cell phone	40
	Vehicle radio	16
	TV	22
	Computer	
	AGE	%
	15-24 years	24
	25-34 years	28
	35-49 years	2
	50+ years	23
	LANGUAGE (top 2)	%
	Sepedi	84
	Setswana	7
	LOCATION	%
(9)	Home	97
	Vehicle	22
	Work/Uni	
	Other	ļ
8	RACE	%
	Black	100
	White	
	Indian or Asian	
	Coloured	
	EXCLUSIVE	%
	Listeners	77
	DDO\/INCE	or.
(2.4)	PROVINCE	%
	Eastern Cape	<u> </u>
	Free State Gauteng	22
	KwaZulu-Natal	
	Limpopo	68
	Mpumalanga	
	North West	4
	Northern Cape	
	Western Cape	
20	ES SEM	%
OK.	SEM 1	1.
	SEM 2	23
	SEM 3	17
	SEM 4	13
	SEM 5	11
	SEM 6	- 7
	SEM 7	(
	SEM 8	- 4
	SEM 9 SEM 10	(
	SLIVI TO	

TRUFM





Trufm is a PBS platform for the youth, the youthful and leaders of the future. The station is focused on providing its peri-urban, ambitious, confident and fun-loving Eastern Cape listener with the tools for self-development and improved quality of life. trufm Broadcasts in English (60%) and IsiXhosa (40%), offering programming that appeals to the youthful audience in their mother tongue and provides a meeting point for different cultures in the region. The station exists to inspire young minds through interactive, positive and socially conscious programming that prepares them today for what they could achieve tomorrow.

- 👣 trufm.co.za
- f @trufm
- gtrufm
- (©) @trufm

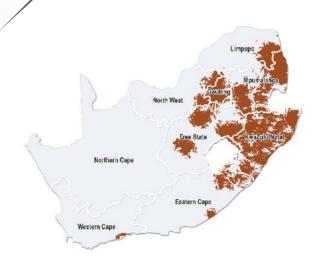
TRUFM - NETT RATES

TIMES	APR 2021
MON-FRI	
00:00-05:00	210
05:00-08:00	660
08:00-11:00	1 170
11:00-12:00	840
12:00-15:00	900
15:00-18:00	1 290
18:00-21:00	900
21:00-24:00	330
SATURDAY	
00:00-05:30	210
05:30-06:00	420
06:00-08:00	660
08:00-09:00	660
09:00-12:00	1 050
12:00-13:00	960
13:00-15:00	1 050
15:00-17:00	540
17:00-18:00	540
18:00-21:00	540
21:00-24:00	180
SUNDAY	
00:00-03:00	270
03:00-06:00	540
06:00-09:00	660
09:00-12:00	720
12:00-15:00	840
15:00-17:00	660
17:00-18:00	660
18:00-21:00	960
21:00-24:00	300

(Olie W	reek come)	
(d)	GENDER	%
P	Male	4.
	Female	5
	AREA	%
	Metro	3
	Urban	2:
	Rural	4
	DEVICE	9
	Radio	5
	Cell phone	54
	Vehicle radio	18
	TV Computer	2:
		O.
	AGE	%
	15-24 years 25-34 years	29 31
	35-49 years	24
	50+ years	10
	LANGUAGE (top 2)	7
	Xhosa Afrikaans	94
	LOCATION	%
	Home Vehicle	9! 2!
	Work/Uni	
	Other	1
	RACE	%
9	Black	97
	White	
	Indian or Asian	•
	Coloured	
	EXCLUSIVE	%
	Listeners	
	PROVINCE	%
	Eastern Cape	9.
	Free State Gauteng	
	KwaZulu-Natal	
	Limpopo	
	Mpumalanga	
	North West	
	Northern Cape	
	Western Cape	
20	ES SEM	%
	SEM 1	(
	SEM 2	18
	SEM 3 SEM 4	20
	SEM 5	18 10
	SEM 6	
	SEM 6 SEM 7	
	SEM 7	;







Ukhozi FM is the leading ALS radio station in South Africa with audiences in excess of 7.6 million. Broadcasting in IsiZulu, the station is one of the biggest in Africa and keeps its audiences connected to their cultural identity in a modern world context. Playing a mix of Maskandi, Mbaqanga, Kwaito, Gospel, Pop; House; Jazz; Hip Hop and R&B music, it appeals to its audiences varied taste in African music.

Focused on edutainment and infotainment as a guiding philosophy, as it provides an interactive environment for its listeners, giving them access to news, current affairs, talk shows, music, sport, education, weather, and traffic. Ukhozi FM's priority is to provide a source of upliftment, power, comfort, escapism, connectedness and culture to its listeners.

Ukhozi FM has a vast following of IsiZulu-speaking and understanding audiences in South Africa, in particular, the youth while reinforcing a sense of pride and culture. Broadcasting from Durban, and boasting award-winning radio personalities and radio legends, Ukhozi FM also provides constant learning and advice on adapting to the modern lifestyle essential for listeners' personal development.

- (ukhozifm.co.za
- f @UkhoziFMOfficial
- y ukhozi_fm
- Ukhozi_fm
- **▶** ukhozifm

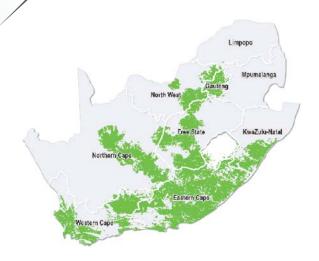
UKHOZI FM - NETT RATES

TIMES	APR 2021
MON-FRI	
00:00-04:00	840
04:00-05:00	7 110
05:00-06:30	10 110
06:30-09:00	18 120
09:00-12:00	13 080
12:00-15:00	10 560
15:00-18:00	15 960
18:00-19:00	9 210
19:00-20:00	8 760
20:00-24:00	1 410
SATURDAY	
00:00-03:00	840
03:00-06:00	3 930
06:00-09:00	10 110
09:00-12:00	10 560
12:00-15:00	6 210
15:00-18:00	5 9 1 0
18:00-20:00	2 730
20:00-23:00	2 730
23:00-24:00	1 050
SUNDAY	
00:00-06:00	840
06:00-08:00	7 110
08:00-11:00	7 860
11:00-14:00	4 410
14:00-15:00	4 170
15:00-17:00	5 010
17:00-20:00	2 730
20:00-21:00	2 730
21:00-24:00	600

(one w	eek cume)	
Ø	GENDER	9
Y	Male	4
	Female	54
	AREA	%
	Metro	3.
	Urban	24
	Rural	4
	DEVICE	%
	Radio	83
	Cell phone	38
	Vehicle radio	2
	TV	1.
	Computer	;
	AGE	%
	15-24 years	20
	25-34 years	28
	35-49 years	2
	50+ years	2
	LANGUAGE (top 2)	%
	Zulu	89
	Xhosa	
		G.
	LOCATION	%
	Home	97
	Vehicle Work/Uni	28 10
	Other	
	RACE	%
	Black	100
	White	
	Indian or Asian	
	Coloured	
	EXCLUSIVE	9
	Listeners	6.
342	PROVINCE	%
	Eastern Cape	-
	Free State	
	Gauteng KwaZulu-Natal	67
	Limpopo	
	Mpumalanga	
	North West	
	Northern Cape	
	Western Cape	
36	ES SEM	%
01	SEM 1	10
	SEM 2	17
	SEM 3	17
	SEM 4	13
	SEM 5	13
	SEM 6	10
	SEM 7 SEM 8	
	SEM 9	;
	SEM 10	

WENENE FM





Broadcasting from Port Elizabeth, Cape Town, uMthatha and Johannesburg, Umhlobo Wenene FM is the most dominant medium in two provinces (Eastern and Western Cape), the station outperforms all other media. It is the only African language station to broadcast in 7 of the 9 provinces and covers all of SA's major metropoles. Aimed at people who understand and speak IsiXhosa, Umhlobo Wenene FM is a beacon to those who seek to preserve and protect their language, customs, and traditions.

The station seeks to serve its listeners with honor, integrity, modern education, inspiring information geared towards engendering a culture of personal growth and development whilst continuously providing global entertainment. With its mix of Kwaito, R&B, Choral gospel, Hip hop, Jazz and House music, Umhlobo Wenene enjoys a massive loyal listenership.

- (umhlobowenenefm.co.za
- (f) @umhlobowenenefm 88-106
- **9** @UWFM88-106FM
- © @umhlobowenenefm
- umhlobowenenefm

UMHLOBO WENENE FM - NETT RATES

TIMES	APR 2021
MON-FRI	
00:00-03:00	480
03:00-05:30	4 170
05:30-06:30	8 310
06:30-09:00	12 360
09:00-12:00	7 860
12:00-13:00	5 910
13:00-15:00	5 010
15:00-18:00	7 410
18:00-19:00	5 310
19:00-20:00	5 310
20:00-22:00	5 010
22:00-24:00	960
SATURDAY	
00:00-04:30	720
04:30-06:00	2 490
06:00-07:00	2 730
07:00-09:00	5 910
09:00-10:00	5 610
10:00-13:00	5 610
13:00-15:00	5 010
15:00-18:00	3 930
18:00-22:00	1 890
22:00-24:00	660
SUNDAY	
00 :00-05:00	420
05:00-09:00	5 010
09:00-11:00	3 930
11:00-13:00	2 730
13:00-15:00	2 970
15:00-18:00	3 450
18:00-19:00	1 530
19:00-21:00	1 770
21:00-22:00	420
22:00-24:00	420

STATION LISTENERS

(one w	eek cume)	
(GENDER	%
\$	Male	44
	<u>Female</u>	56
	AREA	%
	Metro	41
	Urban	24
	Rural	35
	DEVICE	%
A)	Radio	76
	Cell phone	45
	Vehicle radio	20
	TV Computer	18
	AGE	%
	15-24 years	24
	25-34 years	29
	35-49 years	25
	50+ years	22
	LANGUAGE	%
	Xhosa	93
	English	2
	Zulu	2
(9)	LOCATION	%
	Home	98
	Vehicle	26
	Work/Uni	10
	Other	7
	RACE Black	% 99
	White	
	Indian or Asian	
	Coloured	1
	EXCLUSIVE	%
	Listeners	67
	PROVINCE	%
	Eastern Cape	63
	Free State	
	Gauteng	6
	KwaZulu-Natal	- 6 2
	Limpopo	
	Mpumalanga North West	1
	Northern Cape	1
	Western Cape	27
36	ES SEM	%
O.F	SEM 1	8
	SEM 2	17
	SEM 3	21
	SEM 4 SEM 5	14 13
	SEM 6	13
	SEM 7	8
	SEM 8	3
	SEM 9	2
	SEM 10	1

Source: BRC RAM April 2019 - March 2020



XK FM targets the San people of Platfontein in the Northern Cape to preserve the !Xu and Khwe cultures, uplifting, developing and informing the communities. This community consists of the !Xu who makes up 64% of listeners and the Khwe who falls into LSM 1-6. Just under a third of listeners are aged 16-24, 30% are over 50, 34% are 25-34 and 15% are aged 35-49.

Broadcasting in !Xun, Khwe while Afrikaans serves as the stations bridging language. The format consists of talk and music, with a strong focus on the San culture. Music played is predominately traditional San music, as well as South African music and a small amount of international music. Talk revolves around cultural matters and community life.

XK FM - NETT RATES

TIMES	APR 2021
MON-FRI	
00:00-05:00	330
05:00-06:00	330
06:00-09:00	330
09:00-12:00	330
12:00-15:00	330
15:00-19:00	330
19:00-21:00	330
21:00-24:00	330
SATURDAY	
00:00-05:00	330
05:00-09:00	330
09:00-12:00	330
12:00-15:00	330
15:00-19:00	330
19:00-21:00	330
21:00-24:00	330
SUNDAY	
00:00-05:00	330
05:00-09:00	330
09:00-12:00	330
12:00-15:00	330
15:00-19:00	330
19:00-21:00	330
21:00-24:00	330



Channel Africa



Channel Africa is a radio station managed by the SABC for the Department of Communications and Digital Technologies (DCDT).

The station broadcasts on satellite and internet to the Southern, Eastern and Western African audiences in five languages, that is, English, French, Chinyanja, Portuguese, and Swahili. The station's mandate is to promote South Africa's foreign policy to the rest of Africa and the world.

CHANNEL AFRICA - NETT RATES

TIMES	APR 2021
MON-FRI	
00:00-05:00	300
05:00-08:00	600
08:00-11:00	540
11:00-12:00	600
12:00-14:00	540
14:00-18:00	480
18:00-19:00	390
19:00-20:00	540
20:00-24:00	300
SATURDAY	
00:00-05 :00	300
05:00-08:00	480
08:00-11:00	540
11:00-12:00	300
12:00-14:00	480
14:00-18:00	480
18:00-19:00	300
19:00-20:00	390
20:00-24:00	300
SUNDAY	
00:00-05:00	300
05:00-08:00	480
08:00-11:00	540
11:00-12:00	300
12:00-14:00	480
14:00-18:00	480
18:00-19:00	300
19:00-20:00	390
20:00-24:00	300

channelafrica.co.za



Channel Africa



@channelafrica1



channelafricaradio



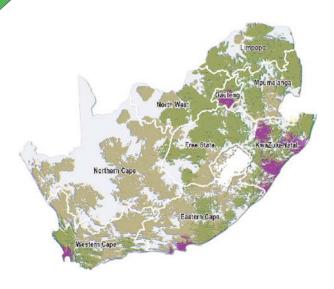






FORTUNE 4 NATIONAL COVERAGE

FORTUNE 4











THE POWER BEHIND FORTUNE 4

Fortune 4 is truly a treasure chest collection of radio stations comprising of RSG, SAfm, Lotus FM and Radio 2000. Fortune 4 targets affluent and discerning radio audiences across South Africa. Offering news and information, lifestyle, drama, sport, and an entertainment platform. It has a legacy of resonance within the South African business community speaking to a mature and responsible audience that has a positive perspective on life.

Fortune 4 listenership landscape boasts listeners in leadership positions, visionaries, entrepreneurs, professionals, managers and executives of distinction who contribute immensely to the country and itseconomy and are generally high net-worth individuals.

Fortune 4 seizes opportunities presented by the emergence of a culture of common identity within the broader South African business community. We drive South Africa's development agenda to create a culture of entrepreneurship.

Offering credible and balanced news and information, committed to engaging debates on a wide range of issues and subjects through interviews and talk shows, robust engagement on a one to one basis. Fortune 4 champions the image of a modern South African business person.

The four stations are unique in their heritage and are part of a broader South African identity whose ambition is to inspire a truly South Africans spiritand enrich their experiences with inclusive radio that captivates listeners with its deeply inquisitive and culturally stimulating nature.

Consistent with the SABC's vision of broadcasting for total citizen empowerment, the role of Fortune 4 is:

- To lead the national conversation.
- To engage in debate and discussions.
- To be a progressive and positive influence.
- To be responsive to the listener's expectations.
- To affirm and empower listeners.







RSG is a dynamic full-spectrum radio station that offers diverse programming that is in touch, relevant and rooted in people's needs – a total Afrikaans station. It is the all in one preferred radio station with something for everyone who speaks or understands Afrikaans, regardless of race.

A wide range of music genres is offered, from Afrikaans, classical, popular, gospel, jazz and country music that appeals to forward-thinking people who have a sense of belonging in the new South Africa. RSG has a loyal listener base throughout the country attracting a diverse range of many South Africans. Listeners trust in RSG to deliver content that is fair, credible and in turn receive support and comfort from a station that upholds their cultural and social identity.



rsg.co.za



@zarsg

RSG - NETT RATES

TIMES	APR 2021
MON-FRI	
00:00-04:30	-
04:30-05:00	420
05:00-06:00	3 930
06:00-08:00	13 800
08:00-09:00	13 800
09:00-12:00	6 510
12:00-15:00	6 810
15:00-18:00	9 210
18:00-19:00	5 910
19:00-21:00	1 770
21:00-24:00	420
SATURDAY	
00:00-05:00	-
05:00-06:00	1 290
06:00-07:00	4 410
07:00-10:00	5 910
10:00-12:00	6 510
12:00-13:00	6 810
13:00-15:00	3 690
15:00-19:00	4 170
19:00-21:00	840
21:00-24:00	300
SUNDAY	
00:00-05:00	-
05:00-07:00	840
07:00-10:00	4 170
10:00-12:00	2 490
12:00-13:00	2 730
13:00-18:00	1 770
18:00-19:00	540
19:00-21:00	660

21:00-24:00

300

STATION LISTENERS (one week cume)

	veek cume)	_
(Q)	GENDER	7
•	Male	5
	Female	4:
	AREA	9
	Metro	30
	Urban	5
	Rural	1
	DEVICE	9
	Radio	8
	Cell phone	14
	Vehicle radio	32
	TV	1:
	Computer	
	AGE	9
	15-24 years	13
	25-34 years	1:
	35-49 years	20
	50+ years	54
	LANGUAGE (top 2)	9
	Afrikaans	89
	English	10
0	LOCATION	9
	Home	89
	Vehicle	3
	Work/Uni	1
	Other	(
9	RACE	9
	Black	:
	White	4
	Indian or Asian	,
	Coloured	5
	EXCLUSIVE	9
W	Listeners	48
(2.4)	PROVINCE	7
	Eastern Cape	1
	Free State	
	Gauteng	1
	KwaZulu-Natal	;
	Limpopo Mpumalanga	
	North West	
	Northern Cape	18
	Western Cape	3
10	ES SEM	%
Q.F.	SEM 1	
	SEM 2	•
	SEM 3	ļ
	SEM 4	(
	SEM 5	
	SEM 6	1.
	SEM 7	1:
	SEM 8	13
	SEM 9	18
	SEM 10	2

SAFM





SAfm aims to deliver credible and up-to the minute news coverage alongside relevant, informed analysis of current affairs. In accordance with its Public Broadcasting Service mandate, SAfm also explores broader themes and subjects relevant to its target market and delivers the information in manner which benefits all South Africans. SAfm offers "quality programming" to a "quality audience", nationally. The station targets discerning, mature and sophisticated listeners nationally. The focus is primarily on decision makers seeking insightful and enabling information to keep themselves informed.

- (safm.co.za
- **f** SAfmRadio
- @safmRadio
- © SafmRadion

SAFM - NETT RATES

TIMES	APR 2021
MON-FRI	
00:00-03:00	330
03:00-05:00	420
05:00-06:00	480
06:00-09:00	6 210
09:00-12:00	2 130
12:00-13:00	2 130
13:00-15:00	2 010
15:00-18:00	4 170
18:00-19:00	3 690
19:00-20:00	420
20:00-22:00	330
22:00-24:00	300
SATURDAY	
00:00-03:00	390
03:00-06:00	390
06:00-07:00	1 650
07:00-10:00	1 770
10:00-13:00	960
13:00-16:00	720
16:00-19:00	720
19:00-21:00	300
21:00-22:00	300
22:00-24:00	210
SUNDAY	
00:00-03:00	270
03:00-06:00	270
06:00-07:00	600
07:00-10:00	720
10:00-13:00	900
13:00-16:00	780
16:00-19:00	600
19:00-20:00	540
20:00-21:00	390
21:00-24:00	210

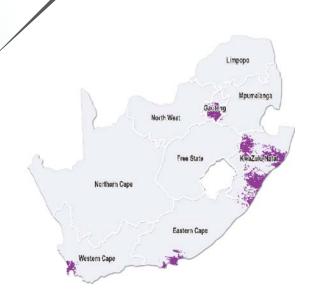
STATION LISTENERS

one week cume)

Ø)	GENDER	%
	Male	70
	Female	30
	AREA	%
	Metro	46
	Urban	44
	Rural	10
	DEVICE	%
	Radio Cell phone	70 23
	Vehicle radio	39
	TV	14
	Computer	1
	AGE	%
	15-24 years	6
	25-34 years	21
	35-49 years	34
	50+ years	39
	LANGUAGE (top 2)	%
	English	44
	Zulu	13
	LOCATION	%
ン	Home	85
	Vehicle Work/Uni	41
	Other	10
	RACE	%
	Black	45
	White	35
	Indian or Asian	10
	Coloured	9
F)	EXCLUSIVE	%
	Listeners	23
	PROVINCE	%
	Eastern Cape	9
	Free State	3
	Gauteng	29
	KwaZulu-Natal	20
	Limpopo	8
	Mpumalanga	4
	North West	10
	Northern Cape	1.5
	Western Cape	15
?)	ES SEM	%
	SEM 1	2
	SEM 2	2
	SEM 3 SEM 4	7
	SEM 5	10
	SEM 6	7
	SEM 7	12
	SEM 8	17
	SEM 9	20
	SEM 10	19







Lotus FM is all about fulfilling the cultural, information and entertainment needs of the affluent South African Indian population across three religious denominations (i.e. Hinduism, Islam, and Christianity) in six languages.

Lotus FM's programming policy is underpinned by core editorial values that reflect the proudly South African Indian identity while affirming the audiences rich Indian culture and heritage. The station's discerning audience has an increased appetite for quality talk, latest news and the best in Eastern and Western music, while still maintaining a strong affinity towards their religion and culture.

- (C) lotusfm.co.za
- @lotus.fm
- @lotusFM
- officiallotusfm
- **▶** LotusFM

LOTUS FM - NETT RATES

TIMES	APR 2021
MON-FRI	
00:00-05:00	180
05:00-06:00	720
06:00-09:00	2 130
09:00-12:00	1 890
12:00-15:00	1 290
15:00-18:00	1 170
18:00-21:00	480
21:00-24:00	180
SATURDAY	190
00:00-06:00	180 1 530
06:00-09:00	
09:00-12:00 12:00-15:00	1 290
	480
15:00-18:00 18:00-21:00	480 270
21:00-24:00	180
SUNDAY	
00:00-06:00	180
06:00-09:00	840
09:00-12:00	840
12:00-15:00	480
15:00-17:00	480
17:00-19:00	240
19:00-22:00	240
22:00-24:00	240

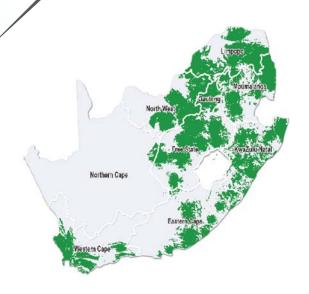
STATION LISTENERS (one week cume)

Ø	GENDER	%
*	Male	52
	Female	48
	AREA	%
	Metro	65
	Urban	34
	Rural	-
	DEVICE	%
	Radio	85
	Cell phone	9
	Vehicle radio	36
	TV Computer	9
	AGE 15-24 years	% 7
	25-34 years	11
	35-49 years	18
	50+ years	64
	LANGUAGE (top 2)	%
	English Afrikaans	97 2
Q	LOCATION	% 92
\bigcup	Home Vehicle	33
	Work/Uni	4
	Other	3
	RACE	%
	Black	2
	White	1
	Indian or Asian	91
	Coloured	6
		%
	Coloured	
	Coloured EXCLUSIVE	%
	Coloured EXCLUSIVE Listeners	% 31
	Coloured EXCLUSIVE Listeners PROVINCE	% 31 % 2
	Coloured EXCLUSIVE Listeners PROVINCE Eastern Cape Free State Gauteng	% 31 % 2
	Coloured EXCLUSIVE Listeners PROVINCE Eastern Cape Free State Gauteng KwaZulu-Natal	% 31 % 2
	Coloured EXCLUSIVE Listeners PROVINCE Eastern Cape Free State Gauteng KwaZulu-Natal Limpopo	% 31 % 2
	Coloured EXCLUSIVE Listeners PROVINCE Eastern Cape Free State Gauteng KwaZulu-Natal Limpopo Mpumalanga	% 31 % 2
	Coloured EXCLUSIVE Listeners PROVINCE Eastern Cape Free State Gauteng KwaZulu-Natal Limpopo Mpumalanga North West	% 31 % 2
	Coloured EXCLUSIVE Listeners PROVINCE Eastern Cape Free State Gauteng KwaZulu-Natal Limpopo Mpumalanga	% 31 % 2
	Coloured EXCLUSIVE Listeners PROVINCE Eastern Cape Free State Gauteng KwaZulu-Natal Limpopo Mpumalanga North West Northern Cape Western Cape	% 311 % 22
	Coloured EXCLUSIVE Listeners PROVINCE Eastern Cape Free State Gauteng KwaZulu-Natal Limpopo Mpumalanga North West Northern Cape Western Cape ES SEM	% 31 % 2 - 8 88 - -
	Coloured EXCLUSIVE Listeners PROVINCE Eastern Cape Free State Gauteng KwaZulu-Natal Limpopo Mpumalanga North West Northern Cape Western Cape	% 311 % 22
	Coloured EXCLUSIVE Listeners PROVINCE Eastern Cape Free State Gauteng KwaZulu-Natal Limpopo Mpumalanga North West Northern Cape Western Cape ES SEM SEM 1	% 311 % 88 88
	Coloured EXCLUSIVE Listeners PROVINCE Eastern Cape Free State Gauteng KwaZulu-Natal Limpopo Mpumalanga North West Northern Cape Western Cape ES SEM SEM 1 SEM 2 SEM 3 SEM 4	% 311 % 88 88 11 % 22
	Coloured EXCLUSIVE Listeners PROVINCE Eastern Cape Free State Gauteng KwaZulu-Natal Limpopo Mpumalanga North West Northern Cape Western Cape ES SEM SEM 1 SEM 2 SEM 3 SEM 4 SEM 5	% 311 % 88 88 88
	Coloured EXCLUSIVE Listeners PROVINCE Eastern Cape Free State Gauteng KwaZulu-Natal Limpopo Mpumalanga North West Northern Cape Western Cape ES SEM SEM 1 SEM 2 SEM 3 SEM 4 SEM 5 SEM 6	% 311 % 22
	Coloured EXCLUSIVE Listeners PROVINCE Eastern Cape Free State Gauteng KwaZulu-Natal Limpopo Mpumalanga North West Northern Cape Western Cape ES SEM SEM 1 SEM 2 SEM 3 SEM 4 SEM 5 SEM 6 SEM 7	% 311 % 22 88 888 11 % 11 11 111 1
	Coloured EXCLUSIVE Listeners PROVINCE Eastern Cape Free State Gauteng KwaZulu-Natal Limpopo Mpumalanga North West Northern Cape Western Cape ES SEM SEM 1 SEM 2 SEM 3 SEM 4 SEM 5 SEM 6	% 311 % 22
	Coloured EXCLUSIVE Listeners PROVINCE Eastern Cape Free State Gauteng KwaZulu-Natal Limpopo Mpumalanga North West Northern Cape Western Cape ES SEM SEM 1 SEM 2 SEM 3 SEM 4 SEM 5 SEM 6 SEM 7 SEM 8	% 31 % 88 88 1 1 % 1 111333



RADIO 2000





Radio 2000 is a cosmopolitan Music driven national radio station that broadcasts in English. The station provides content that is of high quality and engages audiences in healthy discussions that reflect and aim to unite South Africa's diverse cultures.

Programming varies, ranging from Arts, Travel, Sports News, Culture as well as Business and Personal Finance. The station also engages in national debates from a mature informed perspective. In terms of demographic, Radio 2000 attracts captains of Industry, opinion leaders and successful entrepreneurs.

- radio2000.co.za
- Radio2000za
- gradio2000ZA
- Radio2000za

RADIO 2000 - NETT RATES

TIMES	APR 2021
MON-FRI	
00:00-03:00	390
03:00-06:00	540
06:00-09:00	2 970
09:00-12:00	2 010
12:00-15:00	1 890
15:00-18:00	2 730
18:00-19:30*	24 660
19:30-22:00	2 010
22:00-24:00	540
SATURDAY	200
00:00-03:00	300
03:00-06:00	900
06:00-09:00	1 890
09:00-12:00	1 770
12:00-15:00	1 410
15:00-18:00	2010
18:00-21:00	900
21:00-24:00 SUNDAY	390
00:00-03:00	480
03:00-06:00	660
06:00-09:00	1 770
09:00-12:00	1 650
12:00-15:00	1 770
15:00-18:00	1 890
18:00-21:00	960
21:00-24:00	540

STATION LISTENERS (one week cume)

(one w	veek cume)	
തി	GENDER	%
	Male	59
	Female	41
	AREA	%
	Metro	54
	Urban	33
	Rural	13
(0)	DEVICE	%
	Radio	
\smile	Cell phone	28
	Vehicle radio	32
	TV	14
	Computer	3
	AGE	%
	15-24 years	15
	25-34 years	29
	35-49 years	36
	50+ years	19
	LANGUAGE (top 2)	%
	Zulu	26
	English	16
0	LOCATION	%
	Home	88
	Vehicle	36
	Work/Uni	10
	Other	4
	RACE	<u>%</u>
	Black	76
	White	9
	Indian or Asian Coloured	11
	EXCLUSIVE	<u>%</u>
	Listeners	20
	PROVINCE	%
	Eastern Cape	11
	Free State	7
	Gauteng	43
	KwaZulu-Natal	11
	Limpopo Mpumalanga	4
	North West	6 11
	Northern Cape	1
	Western Cape	5
اوند	ES SEM	%
O *	SEM 1	2
	SEM 2	8
	SEM 3	10
	SEM 4	7
	SEM 5	10
	SEM 6 SEM 7	12 12
	SEM 8	14
	SEM 9	13

13

SEM 10

^{*18:00 -19:30} features the Robert Marawa Sport feature simulcast on METRO FM and Radio 2000. Monday - Friday. Advertisers are charged a single R24,660 for the broadcast on both stations.



APRIL 2021 - MARCH 2022

RSG Geldsake Rates

RSG Geldsake	Description	Weekly rate
Headline Sponsorship	adline Sponsorship OBB, CBB 3 x 30" spots, 2 x stings "this show is brought to you by" Added value 2 x daily show promo ads during breakfast and lunch, client to be mentioned as the headline sponsor.	
Market Commentator Sponsorship	OBB, CBB and 1 x 30" spot	R49 530
Top Story Sponsorship	OBB, CBB and 1 x 30" spot	R49 530
Crossing at 16:30 and 17:30	5 minute crossing at 16:30 and 17:30 each week day - 15"OBB, CBB and 30" spot per crossing	R150 000
RSG Geldsake	Tuesday 11:30 shows	Weekly Rate
Personal Finance show Tuesday 11:30	Third and fifth Tuesday Personal Finance (Show participation plus OBB, CBB and 30"spot) Sponsor in studio for discussion with Ryk and one other guest	R35 000
Entrepreneurship show Tuesday 11:30	Fourth Tuesday of the month Entrepreneur/Small Biz focus, (Interview plus OBB, CBB and 30"spot)	R29 220
RSG Geldsake	General Advertising	Rate
Features	A client interview (thought leadership) in the form of a 3-5 minute interview which includes a 10 word OBB, CBB and a 30" pre-recorded spot	R19 140
30" spots	30" pre-recorded spot	R6 500

All rates exclude VAT and agency commission

RSG Geldsake (Monday - Tuesday) Show format

Time	Feature	Element	Advertising component
16:30	Market crossing	Sponsorable	10 word OBB CBB and 30" spot pre-recorded advert
17:30	Market crossing	Sponsorable	10 word OBB CBB and 30" spot pre-recorded advert
Time	Feature	Element	Advertising compnent
18:00	News (from station)	Not sponsorable	
18:06	Weather (from station)	Not sponsorable	
18:12	Introduction and welcome	Not sponsorable	
18:16	Market commentary	Sponsorable	10 word OBB CBB and 30" spot pre-recorded advert
18:25	Top story	Sponsorable	10 word OBB CBB and 30" spot pre-recorded advert
18:30	editorial content 2	Not sponsorable	
18:35	editorial content 3	Not sponsorable	
18:40	editorial content 4	Sponsorable	10 word OBB CBB and 30" spot pre-recorded advert and 3 to 5 minute client interview
18:45	sponsored content (longer form interviews - themed topics)	Sponsorable	10 word OBB CBB and 30" spot pre-recorded advert
18:55	close of programme and wrap up	Not sponsorable	
19:00	News (from station)		

Each editorial content piece is between 3 and 5 minutes in duration. Depending on the topic covered it may extend to 7 to 8 minutes to give the adequate editorial coverage.

RSG Geldsake features:	
Monday	Technology
Tuesday	Agriculture
Wednesday	Sustainability (what companies are doing to create sustainable environments and solutions)
Thursday	CEO interview
Friday	Personal finance call-in show

- Rates exclude VAT and Accredited Agency Commission. Rates are based on preferred rates
- SABC General Terms and Conditions, Cancellation Period and Deadlines apply
- Rates effective 1st April 2021

RSG Persoonlike finansies (Every third and fifth Tuesday)

Time	Feature	Element	Advertising component
11:30	Introduction and welcome	Not sponsorable	
11:35	editorial content and interview	Sponsorable	10 word OBB, CBB, 30" spot pre-recorded advert and guest/listener interaction - in studio guests
11:55	close of programme and wrap up	Not sponsorable	
12:00	News (from station)	Not sponsorable	

This platform allows for client interaction with listeners via a call in or sms, guest to be in studio.

RSG Doen joue eie ding (Every fourth Tuesday)

Time	Feature	Element	Advertising component
11:30	Introduction and welcome	Not sponsorable	
11:35	editorial content and interview	Sponsorable	10 word OBB, CBB, 30" spot pre-recorded advert & 9-10 minute interview - in studio guests (Entrepreneur)
11:45	editorial content and interview	Sponsorable	10 word OBB, CBB, 30" spot pre-recorded advert & 9-10minute interview - in studio guests (Industry expert)
11:55	close of programme AND wrap up	Not sponsorable	
12:00	News (from station)	Not sponsorable	

This platform allows for a 9 to 10 minute profile interview with an entrepreneur or industry expert, guest to be in studio.

SAfm Market Update Rates 1 APRIL 2021

SAfm Market Update	Description	Weekly Rate	
Headline sponsorship	OBB, CBB 3 x 20" spots, 2 x stings "this show is brought to you by"	R42 864	
Market Commentator Sponsorship	OBB, CBB and 1 x 30" spot	R10 218	
Top Story Sponsorship	OBB, CBB and 1 x 30" spot	R10 218	
SAfm Market Update	General Advertising	Rate	
Features	A client interview (thought leadership) in the form of a 3-5 minute interview which includes a 10 word OBB, CBB and a 30" pre-recorded spot	R8 760	
10" spots 30" pre-recorded spot			

All rates exclude VAT and agency commission

SAfm Market Update (Monday to Thursday) show format

Time	Feature	Element	Advertising component
17:35	Market crossing	Sponsorable	10 word OBB CBB and 30" spot pre-recorded advert
Time	Feature	Element	Advertising compnent
18:00	News (from station)	Not sponsorable	
18:05	Introduction and welcome	Not sponsorable	
18:07	Market commentary	Sponsorable	10 word OBB CBB and 30" spot pre-recorded advert
18:17	Top story	Sponsorable	10 word OBB CBB and 30" spot pre-recorded advert
18:25	editorial content 2	Not sponsorable	
18:33	editorial content 3	Not sponsorable	
18:40	editorial content 4	Sponsorable	10 word OBB CBB and 30" spot pre-recorded advert and 3 to 5 minute client interview
18:47	sponsored content (longer form interviews - theme topics)	Sponsorable	10 word OBB CBB and 30" spot pre-recorded advert and 3 to 5 minute client interview
18:57	close of programme and wrap up	Not sponsorable	
19:00	News (from station)	Not sponsorable	

Each editorial content piece is between 5 & 7 minutes in duration.

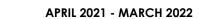
Depending on the topic covered it may extend to 9 - 10 minutes to give the adequate editorial coverage.

SAfm Market update features:	
Monday	Personal Finance
Tuesday	Property
Wednesday	Executive profile
Thursday	SME of the week

⁻ Rates exclude VAT and Accredited Agency Commission. Rates are based on preferred rates

 ⁻ SABC General Terms and Conditions, Cancellation Period and Deadlines apply
 - Rates effective 1st April 2021





ALL CLIENT WEEKEND

OBJECTIVE

Offer the Advertisers opportunity to 'own' a weekend, thereby becoming the most prominent advertiser of that weekend thus creating top of mind awareness for the brand/product/service.

CONCEPT

The campaign will begin @07h00 on Sat morning with an introductory live-read from the DJ; and will conclude @07h00 on Sunday with a rounding-off live read. (Excluding RSG and SAfm current affairs)

The 37 hours between the opening and closing live reads will feature ONE 30 second generic adverts per hour.

STATION

WITHOUT IN	TERVIEWS	VALUE	INVESTMENT			
MG5	5FM	70 545	49 382			
	METRO FM	365 445	255 812			
	Good Hope FM	26 145	18 302			
	Total	462 135	323 496			
FORTUNE 4	SAfm	30 135	21 095			
	RSG	127 545	89 282			
	Radio 2000	60 165	42 116			
	Lotus FM	21 765	15 236			
	Total	239 610	167 729			
ALS	Ukhozi FM	201 765	141 236			
	Umhlobo Wenene FM	131 805	92 264			
	Thobela FM	98 835	69 185			
	Lesedi FM	116 190	81 333			
	Motsweding FM	81 570	57 099			
	Ligwalagwala FM	38 355	26 849			
	Phalaphala FM	31 355	21 935			
	Munghana Lonene FM	50 850	35 595			
	Ikwekwezi FM	41 820	29 274			
	TruFM	28 800	20 160			
	Total	821 345	574 930			
WITH INTERV	TIEWS	GENERICS	INTERVIEWS	2X10"LIVE PROMOS	VALUE	INVESTMEN'
MG5	5FM	705 45	64 200	19 710	154 455	108 119
	METRO FM	365 445	130 200	46 305	541 950	379 365
	Good Hope FM	26 145	19 200	4 792	50 137	35 096
	Total	462 135	213 600	70 807	746 542	522 579
FORTUNE 4	SAfm	30 135	8 400	5 535	44 070	30 849
	RSG	127 545	40 200	15 165	182 910	128 037
	Radio 2000	60 165	15 600	3 375	79 140	55 398
	Lotus FM	21 765	9 600	2 632	33 997	23 798
	Total	239 610	73 800	26 707	340 117	238 082
ALS	Ukhozi FM	201 765	157 200	32 670	391 635	274 145
	Umhlobo Wenene FM	131 805	94 200	16 647	242 652	169 856
	Thobela FM	98 835	78 600	9 923	187 358	131 151
	Lesedi FM	116 190	78 600	12 622	207 412	145 188
	Motsweding FM	81 570	49 800	11 947	143 317	100 322
	Ligwalagwala FM	38 355	33 000	4 792	76 147	53 303
	Phalaphala FM	31 355	23 400	2 632	57 387	40 171
	Munghana Lonene FM	50 850	28 200	3 982	83 032	58 122
	Ikwekwezi FM	41 820	28 200	3 712	73 732	51 612
	TruFM	28 800	18 000	2 362	49 162	34 413
	Total	821 345	589 200	101 289	1 511 834	1 058 284



STANDARD SPONSORSHIP PACKAGES

APRIL 2021 - MARCH 2022

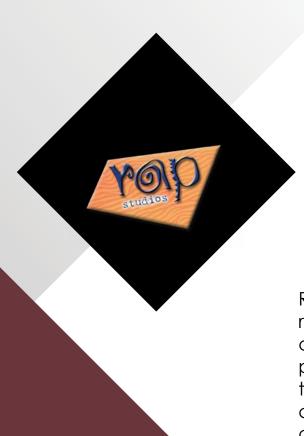
DBIVE:	TIAAF					APR	IL 2021 - MA	RCH 2022
DRIVE TIME STATION		PACKAGE (Choose one of the features Below)	TIME SLOT	30" RATE	INSERTIONS PER WEEK	VALUE	SAVINGS	VALUE
MG5	Good Hope FM	News	06:00 - 09:00	R5 220	10	R46 980	R23 490	R23 490
_	METRO FM	Sport	AND	R53 400	10	R480 600	R240 300	R240 300
_	5FM	Traffic	15:00 - 18:00	R19 320	10	R173 880	R86 940	R86 940
		Weather Economics						
FORTUNE 4	RSG	News	06:00 - 09:00	R23 010	10	R207 090	R103 545	R103 545
_	SAfm	Sport	AND	R10 380	10	R93 420	R46 710	R46 710
_	Lotus FM*	Traffic	15:00 - 18:00	R3 300	10	R29 700	R14 850	R14 850
_	Radio 2000*	Weather		R5 700	10	R51 300	R25 650	R25 650
_	* No Economics	Economics						
	Ikwekwezi FM	News	06:00 - 09:00	R4 500	10	R40 500	R20 250	R20 250
	Ligwalagwala FM	Sport	AND	R5 700	10	R51 300	R25 650	R25 650
	TruFM	Traffic Weather Economics	15:00 - 18:00	R2 460	10	R22 140	R11 070	R11 070
	Lesedi FM	News	06:00 - 09:00	R17 070	10	R153 630	R76 815	R76 815
_	Motsweding FM	Sport	AND	R14 370	10	R129 330	R64 665	R64 665
_	Munghana Lonene FM	Traffic Economics	15:00 - 18:00 06:00 - 09:00	R4 740	10	R42 660	R21 330	R21 330
	Ukhozi FM	News		R34 080	10	R306 720	R153 360	R153 360
_	Thobela FM	Sport	AND	R13 920	10	R125 280	R62 640	R62 640
	Phalaphala FM	Traffic	15:00 - 18:00	R3 660	10	R32 940	R16 470	R16 470
_	Umhlobo Wenene FM	-		R19 770	10	R177 930	R88 965	R88 965
	Ukhozi FM	Weather	06:00 - 09:00	R18 120	5	R163 080	R81 540	R81 540
_	Munghana Lonene FM	-		R2 730	5	R24 570	R12 285	R12 285
	Motsweding FM			R8 760	5	R78 840	R39 420	R39 420
	Umhlobo Wenene FM	1		R12 360	5	R111 240	R55 620	R55 620
_	Lesedi FM	Weather	15:00 -18:00	R5 610	5	R50 490	R25 245	R25 245
_	Thobela FM	Economics	06:00 -09:00	R9 210	5	R82 890	R41 445	R41 445
_	Phalaphala FM	Economics	15:00 -18:00	R1 170	5	R10 530	R5 265	R5 265

LUNCH TIME

STATION @ 13:00 Mon-Fri		30" RATE	INSERTIONS PER WEEK	VALUE	SAVINGS	INVESTMENT	
MG5	5FM	R3 930	5	R35 370	R17 685	R17 685	
_	Good Hope FM	R2 250	5	R20 250	R10 125	R10 125	
	METRO FM	R11 910	5	R107 190	R53 595	R53 595	
FORTUNE 4	RSG	R6 810	5	R61 290	R30 645	R30 645	
	SAfm	R2 130	5	R19 170	R9 585	R9 585	
	Lotus FM	R1 290	5	R11 610	R5 805	R5 805	
_	Radio 2000	R1 890	5	R17 010	R8 505	R8 505	
ALS	Thobela FM	R3 930	5	R35 370	R17 685	R17 685	
_	Phalaphala FM	R1 410	5	R12 690	R6 345	R6 345	
_	Munghana Lonene FM	R1 290	5	R11 610	R5 805	R5 805	
	Ikwekwezi FM	R1 410	5	R12 690	R6 345	R6 345	
	Ligwalagwala FM	R1 290	5	R11 610	R5 805	R5 805	
	Lesedi FM	R5 610	5	R50 490	R25 245	R25 245	
	Motsweding FM	R4 410	5	R39 690	R19 845	R19 845	
	Umhlobo Wenene FM	R5 010	5	R45 090	R22 545	R22 545	
_	TruFM	R900	5	R8 100	R4 050	R4 050	
_	Ukhozi FM	R10 560	5	R95 040	R47 520	R47 520	







Radio Active Production is where radio Advertisements are produced for commercial use. We produce radio commercials, do translations and scriptwriting, compose jingles and music recordings. We also have experts in vernacular languages and we produce and direct voice-overs.

GAUTENG, KZN, CAPE TOWN AND ALL REGIONS

COPYWRITING - PER COPY	1 200
Translation per copy per language	750
Studio time per hour (incl. sound engineer	1 200
Station Master each	100
Dubbing non SABC stations	100
Sound Effects usage fee per spot	100
Transcription	1 500
MOOD MUSIC PER TRACK	
Up to 45"	2 200
Up to 60"	3 200
Up to 90"	4 100
VOICE RATES PER VOICE	
Up to 2 months usage	2 230
Up to 6 months usage	2 580
Up to 12 months usage	3 220
Pilot/Cancellation/Re-record/Rejection	920
Admin Fee	500 per spot

ALL RATES EXCLUDE VAT

Produce Radio Commercials, Translations, Compose Jingles, Experts in Vernacular Languages, Music Recordings, Produce and direct voice-overs, script writing.

RAP STUDIO RATES EFFECTIVE FROM 1 APRIL 2021 - March 2022

Voice Overs - Commercials (Special packages for 6-12 months)	As per client and Rap agreed/ negotiated rate
Voice Overs - Pilot Ads	R920 per spot
Translations - Commercials	Minimum of R750 per language per script per page and a maximum of R1 900 per language per script per page
Translations - Programmes Documents	R750 - R2 200 per page
Copywriting - Commercials	Max R1 200 per script or as per negotiated rate
Copywriting - Programmes	Minimum of R3 500 and a maximum of R6 000
Copywriting - Pilot Ads	R800 per spot
Copywriting - Sound Presentations	R5 000 to R20 000 depending on duration (3-15 min)
Producer's Fee	R450 per hour or R3 000 per day
Jingles	Composing & recording minimum R50 000 and Maximum R150 000 or more
Mood Music	Up to 45" R2 200
	Up to 60" R3 200
	Up to 90" R4 100
IVR or Telephone on hold	South-African Commercial voice over rates
Mini Drama's/Interviews	Min R2980 - Max R3 875
Admin Fee	Min R500 - Max R750
Bulk CD Dubbing	R20 - R40 per CD





GENERAL TERMS AND CONDITIONS

- All confirmations of orders are subject to the Broadcasting Act No.4 of 1999 and the current Advertising Code and Regulations pertaining to the SABC. Copies are obtainable from any SABC Radio Sales office.
- Rates exclude Value Added Tax (VAT) (as amended by the Taxation Laws. Amendment Act 5 of 2001). Vat will be changed on all invoices issued by the SABC and will be payable on e SABC.
- 3. This rate card is issued for the information of advertising agencies and clients and does not constitute any offer by SABC Radio Sales.
- 4. In the event of SABC omitting for any reason whatsoever to broadcast a spot announcement, whether in part or in full, then any claim by the Agency or Advertiser shall be limited to a rebate. Any such query or claim must be lodged by Agency/Advertiser to lodge the rebate claim within the prescribed period will render any claim null and void.
- 5. Commitment Contracts must be completed in writing and signed by the SABC and the Agency/ Advertiser.
- 6. No orders or amended orders will be executed without a written acknowledgment by both parties that they agree with rates and/or adjustments
- 7. SABC will not accept responsibility for incorrect flightings of material if flighting codes are revised after finalisation of logs, or if flighting codes are received after deadlines for submission of material. This will also apply to late additions and cancellations on finalised logs.
- 8. Programming on radio stations was correct at time of going to print. Radio Station programming, however, is subject to change without notice.
- 9. All rates, terms and conditions are issued subject to change without notice.
- 10. Any specific deal related matters must be in writing and duly signed by both parties and are effective only from the date all parties have signed. Client Specific rate card is not permitted.
- 11. No rates will be held on any bookings and the prevailing rate card will always apply.
- 12. Under no circumstances should a programme promo with any 3rd party advertiser association be booked unless:
- a. It forms part of an approved sponsorship,
- b. it forms part of a trade exchange
- c. There is written SABC authorization to grant such airtime.
- 13. The Agency/ Advertiser accepts that deviations from advertised broadcast times may occur from time to time. Agency/ Advertisers shall under no circumstances be entitled to withhold any payment resulting from such.
- 14. The SABC reserves the right to cancel and reallocate programmes at its discretion. In such an instance the SABC shall have the right to displace commercials purchased and re-book them on alternative dates
- 15. The advertising agency contracted on behalf of the advertiser, and the advertiser, shall be liable to the SABC for payment of any fees in terms of the agreement. For the avoidance of doubt, the word "advertiser" in these Terms and Conditions is deemed to include the relevant advertising agency.
- 16. Any fees shown on monthly statements as due to SABC shall be payable on or before the expiry of the term of payment indicated on the invoice from the date of invoice.
- 17. Should the SABC at the request of the advertiser or advertising agency agree to provide facilities and/or services, the advertiser and or Agent shall be obliged to pay the charge or charges determined by SABC.
- 18. Post-broadcast requests to amend campaigns/ products/ advertiser will not be accommodated.
- 19. If an advertiser omits, refuses, or fails to pay any due amount promptly the SABC shall be entitled to:
 - a. Cease further broadcasts of advertisements
 - b. Deny the advertiser the use or benefit of any other facilities and/or services included in the agreement
 - c. Cancel the contract
 - d. And recover any outstanding amounts which shall become immediately payable on such omission, refusal or failure.
- 20. Prices on invoices are due and payable; no future discounts may be deducted.
- 21. he advertiser shall not be entitled to cede any of its rights in terms of this agreement to third parties.

ERRORS AND OMISSIONS EXEMPTED (E&OE)

Cancellation Period

- 1. There is a 20 working day cancellation period prior to broadcast. The cancellation deadline will be strictly adhered to. A 100% cancellation fee will be levied on all bookings cancelled less than 20 days from broadcast date.
- 2. All cancellations must be sent to SABC Radio Sales in writing.

Minimum Prize Value

The minimum prize value for competitions is R5000 across all SABC radio stations.

Advertising Material and Booking Deadlines

- 1. The deadline for final material and booking is 3 working days (excludes weekends) prior to broadcast date.
- 2. There will be no compensation to clients for advertisements not flighted if the material was submitted after the 3 working days deadline.
- 3. Material to be submitted in the following format:
 - * MP2 with broadcast quality 48
 - * KHz, 384 kbps and 16 bits.

Costing

- 1. All rates quoted are based on a standard 30" recorded commercial.
- 2. The conversion table will apply for rates of different durations.
- 3. Contact your SABC Radio Sales representative for the costing of interviews.

Conversion Table

Duration:	5"	10"	15"	20"	25"	30"	35"	40"	45"	50"	55"	60"
Multiply Rate	0.75	0.75	0.75	0.80	0.80	1.00	1.15	1.30	1.50	1.65	1.80	2.00

Compensation

- Compensation will only be considered when a client's commercial is not "flighted" due to an
 error on the part of the SABC, and the SABC has failed to "make good" in an acceptable
 manner
- Any such compensation to be agreed, approved by the SABC, and formalised in a separate agreement.
- Compensation must be spot for spot, or value, which is calculated at the same time channel/ slot identified for rebooking.
- 4. A copy of the original compensation approval from the SABC must accompany the compensation booking application when it is submitted to SABC Radio Sales.
- Compensation must be utilised within a period of 3 months, failing which the value granted will be deemed to have been forfeited by the client.
- 6. In respect of the "non-flighting" of Feature Elements on radio, compensation will not be granted when any specific element of the Feature does not "flight" for whatever reason. The feature will be billed in its entirety and "make good" will be offered.
- 7. The advertiser will either qualify for a credit note or compensation but not both.

Generic Adverts

- 1. 60" is the maximum permissible duration for all generic advertisements. Any commercial longer than sixty (60) seconds must be cleared by the relevant Station Programme Manager, or the duly appointed nominee, before booking.
- 2. Generic ads containing abusive or offensive language will not be accepted.
- 3. A minimum of 80% of the language in the generic ad must be the broadcast language of the station and other languages contained in the ad will be accepted only if evident from the context and easily understood.
- 4. Both English and Afrikaans ads are accepted on GOOD HOPE FM.
- 5. Afrikaans, Khoi and San ads are accepted on XK FM.
- 6. Both English and IsiXhosa ads are accepted on Tru FM.
- All ads containing other languages must be approved by the relevant Station Programme Manager.

Live Reads

- The SABC Radio Sales approach to live reads is that they must also offer benefit to listeners, through interesting or important information that is relevant to their lives, and through a holistic campaign that offers variety and, where possible entertainment.
- Presenters are not to offer personal endorsement of products/ services and therefore any copy that may create the impression of personal endorsement will not be accepted.
- 3. Live reads are bound by SABC Radio Sales general advertising acceptance guidelines.
- 4. Live reads are permitted once per spot break.
- Scripts must contain something of interest to the listener, and be written for radio in a professional and conversational manner. Generally, each sentence should contain only one "thought" or message.
- Scripts must always be written in the third person (use if "i", "we", "us" etc. will not be permitted).
- In the case of "price and product" reads, a maximum of three products should be included to maximise the effectiveness of the read.
- 8. Live reads will be accepted in the broadcast language of the station only.
- Live reads should be properly booked through the scheduling system, and normal cut-off times must be observed.
- 10. Live read script will not be read on air without the signature of the Station Programme Manager or the duly appointed nominne.
- 11. The Programme Manager reserves the right to adjust or amend copy to make for better on-air presentation, provided that specific client messages are not omitted without prior approval from the client. If a substantial re-write is required, the live read may be referred back to the client or to a professional copywriter, and the cost will be borne by the client.
- 12. Live reads will not be accepted in current affairs shows.
- 13. Live reads attract a loading of 50% of the normal time channel rate.

Sponsorship of programmes and features

Sponsorship of features can either be for standard or created features. Contact your SABC Radio Sales representative for costing of standard features and created features.

Client created features

- Any client created feature must not exceed 5 minutes in duration and the client message may not influence programming content.
- 2. Created features will be charged at a premium.
- Bulk volume discounts do not apply on sponsorship of features and proprietary shows, but spend contributes towards commitment.

Power Spots

A power spot is a 60" live endorsement by the personality. Contact your SABC Radio Sales representative for the costings and T's &C's of Power Spots.

Paid for Interviews

- Interviews are treated as created features and are costed as such. Stringent qualifications
 criteria are used to determine the suitability of interviews and to ensure that listeners receive
 adequate benefit from them. All interviews are subject to the approval of the programme
 manager or his duly appointed nominee.
- 2. SABC Radio Stations do not accept requests for paid interviews within current affairs shows.
- METRO FM and GOOD HOPE FM, being music format stations; allow a limited number of interviews on air.
- 4. On SAfm and RSG some interviews may be granted, where there's a fit between client message and programme content, at the sole discretion of the Station Programme Manager or the duly appointed nominee.
- 5. All paid for interviews will get two presenter mentions prior to the interview taking place.

Paid for Interviews

- Bulk Volume Discount does not apply.
- Station Management reserves the right to alter the programme and DJ line up.
- The offer is subject to availability at the time of booking.
- All elements of the campaign are subject to station management approval.
- All costs based on 30-second generic commercial rates, as per the rate card applicable at the time.
- All costs quoted are exclusive of VAT.

Disclaimer and indemnity

THE APPLICANT hereby indemnifies and holds SABC and its employees harmless against any claims for damages to property or personal injuries, infringement of copyright, defamation, losses, consequential losses, legal costs or claims otherwise howsoever arising out of, in respect of or as a result of the broadcasting of advertisements or any other broadcasts covered by this agreement, or of the use of THE APPLICANT'S facilities provided by SABC.

Should any such claim be made against SABC, it shall be entirely at SABC's discretion as to whether it admits or denies any such claim, and SABC reserves the right to defend any such claim brought against it and to proceed to the final end and determination thereof and to lodge any appeal or appeals to any court of courts - to which it has the right to do so - and in addition shall have the right to compromise, abandon or settle any claim made against it and to nominate legal representatives and to brief counsel in connection therewith.

Loading/Surcharges

Type	Detailed Description	Surcharge	Calculated as follows/basis
Live Read	An advertisement read live by the on-air personality	50%	Rate card rate + 50%
Special Break Position (SBP) and/or Preferred Spot	Specific break without specific break position	25%	Rate card rate + 25%
Specific Position in Brak (SPIB)	Specific position without specific break	25%	Rate card rate + 25%
Specific Ad Position within a Specified Ad Break (SAPSAB)	Specific position within specific break	50%	Rate card rate + 50%
Exclusivity in break and/or Solus break	1 Break 1 Advertiser 1 Ad	100%	Rate card = 100%

CONTACTS

Gauteng

011 714 7000

Western Cape

021 430 9600

KwaZulu-Natal

031 362 5121

North West

018 389 7444

Free State

051 503 3219

Limpopo

015 290 0273

Tshwane

012 431 5319

Eastern Cape

041 391 1257

Mpumalanga

013 759 6627/8

RAP Studios

011 714 4932/4496/4226

sabcgroupsales.co.za 🗘



@SABC Group Sales



SABC Group Sales



