



# **RADIO RATES**

**August 2023 – June 2024**

———— VOLUME 3 ————

# SABC'S PORTFOLIO

Every Province, Town, City, Village, Community, SABC Radio penetrates every corner of South Africa.

## NATIONAL

## PROVINCIAL

Broadcasting in  
**11**  
 LANGUAGES  
 across  
**19**  
 RADIO STATIONS  
 for  
**456**  
 BROADCAST HOURS  
 with  
**26 mil**  
 ON-AIR  
 OPPORTUNITIES  
 to connect  
 your brand  
 with our listeners.



English  
940 000



English  
4 535 000



English  
1 913 000



English  
578 000



Afrikaans  
1 261 000

### FREE STATE



South Sotho  
3 597 000



isiXhosa and  
English  
285 000

### EASTERN CAPE



isiXhosa  
4 090 000

### KWAZULU-NATAL



English  
259 000



Zulu  
7 597 000

### NORTHERN CAPE



!Xuntali and  
Khwedam  
1 000

### WESTERN CAPE



Tsonga  
1 367 000



Venda  
1 278 000



North Sotho  
2 727 000



English and  
Afrikaans  
707 000

### MPUMALANGA



Ndebele  
1 166 000



isiSwati  
1 314 000

### NORTH WEST



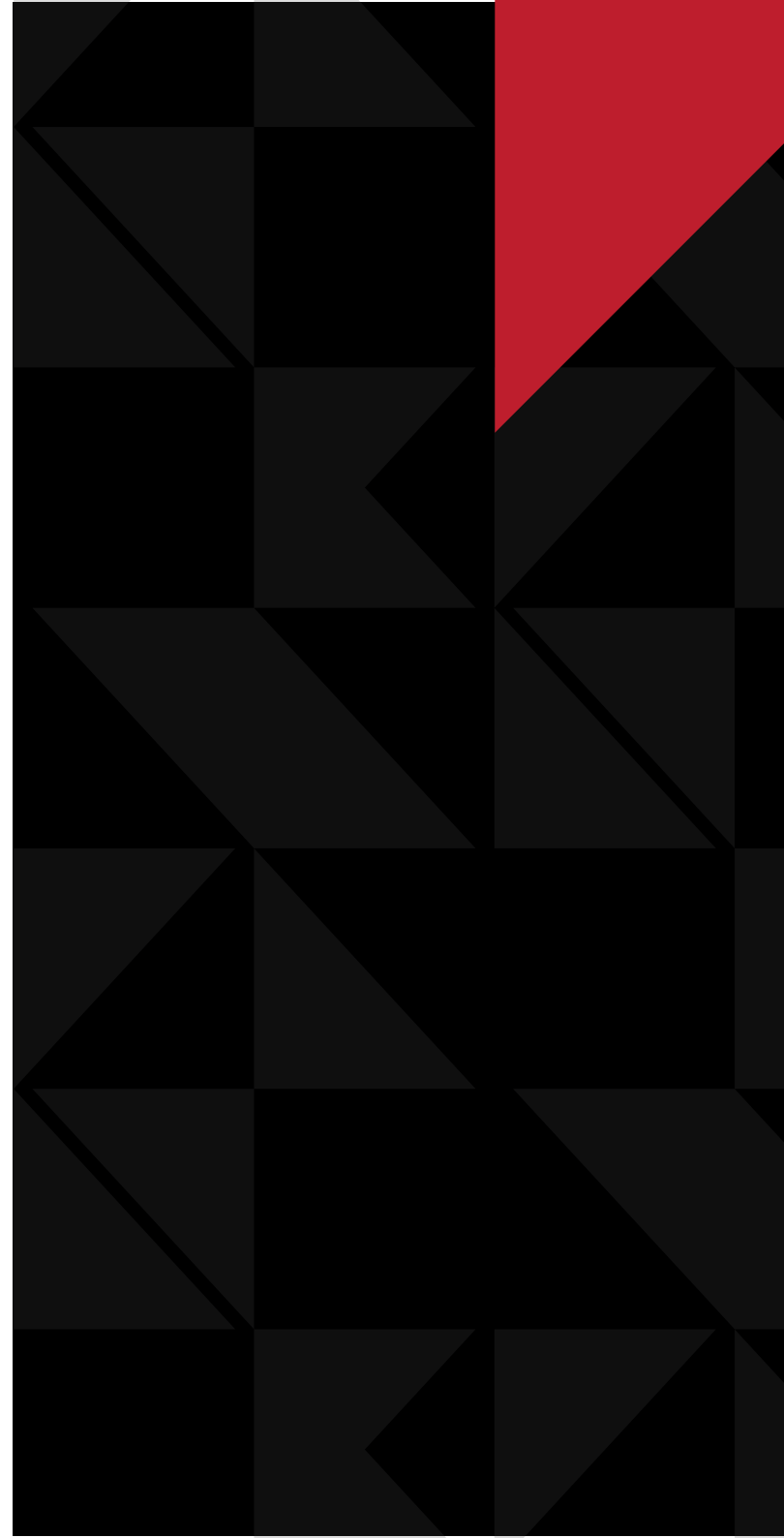
SeTswana  
3 077 000

## AFRICA AND BEYOND



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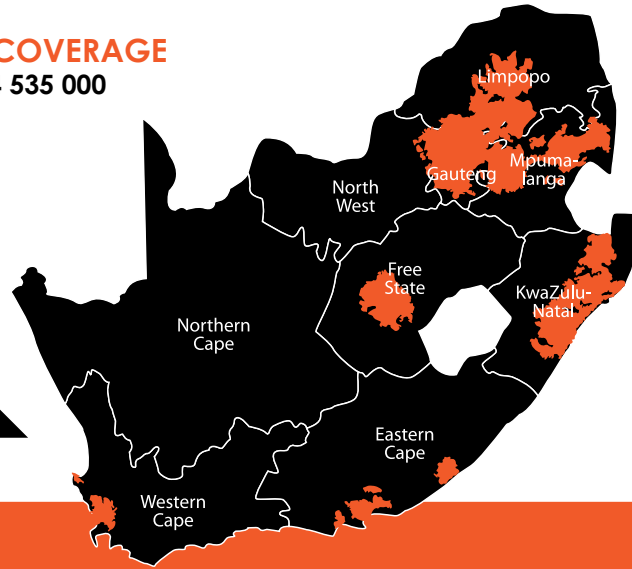
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## NATIONAL COVERAGE

Listenership: 4 535 000



-  [metrofm.co.za](http://metrofm.co.za)
-  [METROFM](https://www.facebook.com/METROFM)
-  [@METROFMSA](https://twitter.com/METROFMSA)
-  [@METROFMSA](https://www.instagram.com/METROFMSA)
-  [METRO FM SA](https://www.youtube.com/METROFM SA)
-  [@METROFMSA](https://www.tiktok.com/@METROFMSA)
-  [iono.fm/p/148](https://open.spotify.com/show/iono.fm/p/148)



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 ideally 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.

### EFFECTIVE 1 AUGUST 2023

TIME	NETT RATES	TIME	NETT RATES
<b>MONDAY - THURSDAY</b>		<b>FRIDAY</b>	
00:00-03:00	900	00:00-03:00	900
03:00-05:00	960	03:00-05:00	960
05:00-06:00	3 930	05:00-06:00	3 930
06:00-07:00	32 760	06:00-07:00	32 760
07:00-08:00	32 760	07:00-08:00	32 760
08:00-09:00	23 640	08:00-09:00	23 640
09:00-12:00	15 240	09:00-12:00	15 240
12:00-15:00	14 520	12:00-15:00	14 520
15:00-16:00	17 400	15:00-16:00	17 400
16:00-17:00	20 580	16:00-17:00	20 580
17:00-18:00	20 580	17:00-18:00	20 580
18:00-19:00	20 580	18:00-19:00	20 580
19:00-21:00	7 860	19:00-21:00	7 860
21:00-24:00	2 490	21:00-24:00	2 490
<b>SATURDAY</b>		<b>SUNDAY</b>	
00:00-03:00	660	00:00-03:00	960
03:00-06:00	1 410	03:00-06:00	1 290
06:00-09:00	9 660	06:00-09:00	5 310
09:00-12:00	14 520	09:00-12:00	8 310
12:00-15:00	11 460	12:00-15:00	8 760
15:00-18:00	6 210	15:00-18:00	6 810
18:00-19:00	6 210	18:00-19:00	3 450
19:00-22:00	2 490	19:00-22:00	1 890
22:00-24:00	2 490	22:00-00:00	1 890

### CONVERSION TABLE

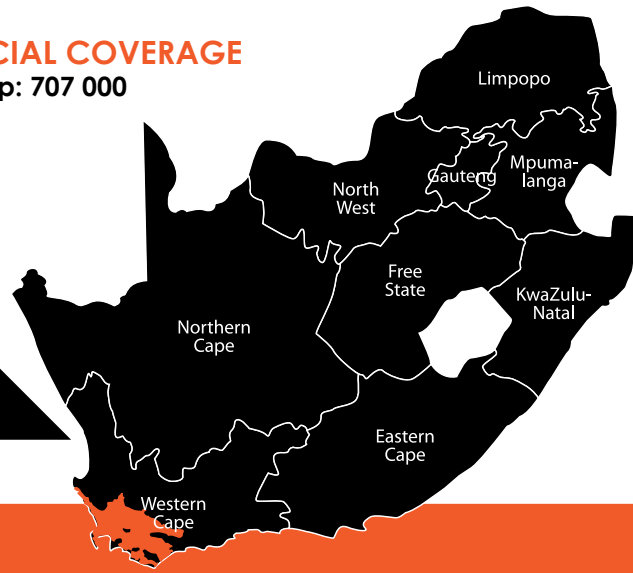
Duration:	5"	10"	15"	20"	25"	30"	35"	40"	45"	50"	55"	60"
Multiply Rate	0.75	0.75	0.75	0.80	0.80	1.00	1.15	1.30	1.50	1.65	1.80	2.00

Source: Source: BRC RAMS Q1 2023



## PROVINCIAL COVERAGE

Listenership: 707 000



-  [goodhopefm.co.za](http://goodhopefm.co.za)
-  Good Hope FM
-  @GoodHopeFM
-  @goodhopefm
-  Good Hope FM
-  goohopefmza
-  Good Hope FM



## EFFECTIVE 1 AUGUST 2023

TIME	NETT RATES	TIME	NETT RATES
<b>MONDAY - THURSDAY</b>		<b>FRIDAY</b>	
00:00-06:00	240	00:00-06:00	210
06:00-09:00	3 210	06:00-09:00	3 210
09:00-12:00	3 930	09:00-12:00	4 170
12:00-15:00	2 490	12:00-15:00	2 730
15:00-18:00	2 970	15:00-18:00	2 970
18:00-21:00	2 010	18:00-22:00	2 010
21:00-24:00	960	22:00-24:00	1 290
<b>SATURDAY</b>		<b>SUNDAY</b>	
00:00-06:00	210	00:00-06:00	210
06:00-09:00	1 050	06:00-09:00	600
09:00-12:00	2 130	09:00-12:00	1 170
12:00-15:00	960	12:00-15:00	780
15:00-18:00	330	15:00-18:00	540
18:00-22:00	540	18:00-22:00	300
22:00-24:00	270	22:00-24:00	240

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 and fun of Cape Town and engages Capetonians through relevant music, entertainment, news and events.

## 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

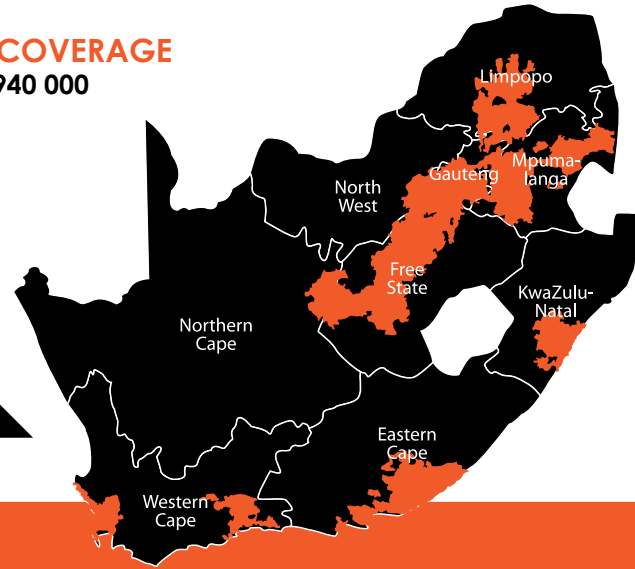
Source: BRC RAMS Q1 2023





## NATIONAL COVERAGE

Listenership: 940 000



-  5fm.co.za
-  5FM(thepowerof5fm)
-  @5FM
-  @5FM
-  5FMTV
-  5FM



### EFFECTIVE 1 AUGUST 2023

TIME	NETT RATES	TIME	NETT RATES
<b>MONDAY - FRIDAY</b>		<b>SATURDAY</b>	
01:00-04:00	360	01:00-04:00	360
04:00-06:00	480	04:00-07:00	960
06:00-07:00	9 210	07:00-10:00	2 490
07:00-08:00	10 110	10:00-14:00	4 170
08:00-09:00	10 110	14:00-18:00	2 250
09:00-12:00	8 760	18:00-19:00	1 890
12:00-15:00	4 410	19:00-22:00	2 010
15:00-16:00	7 860	22:00-01:00	420
16:00-17:00	9 660	<b>SUNDAY</b>	
17:00-18:00	9 660	01:00-04:00	360
18:00-19:00	10 110	04:00-07:00	780
19:00-22:00	3 450	07:00-10:00	1 290
22:00-01:00	360	10:00-14:00	3 210
		14:00-18:00	2 970
		18:00-21:00	1 530
		21:00-01:00	900

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.

### CONVERSION TABLE

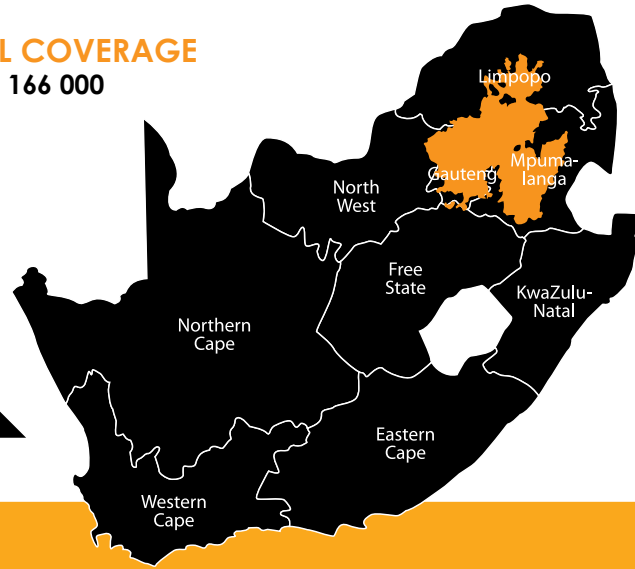
Duration:	5"	10"	15"	20"	25"	30"	35"	40"	45"	50"	55"	60"
Multiply Rate	0.75	0.75	0.75	0.80	0.80	1.00	1.15	1.30	1.50	1.65	1.80	2.00

Source: BRC RAMS Q1 2023



## PROVINCIAL COVERAGE

Listenership: 1 166 000



-  [ikwekwezifm.co.za](http://ikwekwezifm.co.za)
-  [@IkwekweziFM](https://www.facebook.com/IkwekweziFM)
-  [@Ikwekwezi\\_FM](https://twitter.com/Ikwekwezi_FM)
-  [@ikwekwezifm](https://www.instagram.com/ikwekwezifm)
-  [IkwekweziFM](https://www.youtube.com/IkwekweziFM)



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.

## 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

Source: BRC RAMS Q1 2023

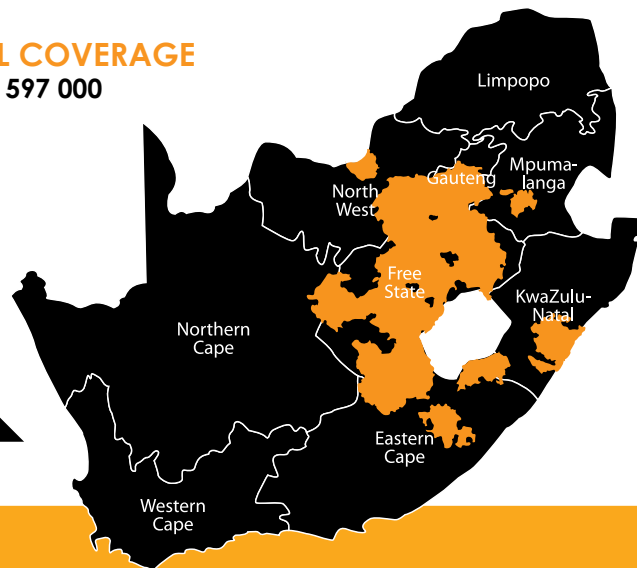
## EFFECTIVE 1 AUGUST 2023

TIME	NETT RATES	TIME	NETT RATES
<b>MONDAY - FRIDAY</b>		<b>SATURDAY</b>	
00:00-03:00	270	00:00-03:00	240
03:00-05:00	480	03:00-06:00	480
05:00-06:00	2 970	06:00-07:00	1 050
06:00-09:00	3 210	07:00-09:00	1 530
09:00-12:00	2 010	09:00-10:00	1 050
12:00-15:00	1 530	10:00-12:00	840
15:00-18:00	1 890	12:00-12:30	720
18:00-19:00	1 530	12:30-15:00	780
19:00-21:00	1 650	15:00-18:00	960
21:00-24:00	480	18:00-21:00	480
		21:00-24:00	330
		<b>SUNDAY</b>	
		00:00-03:00	270
		03:00-06:00	330
		06:00-07:00	1 050
		07:00-09:00	1 170
		09:00-12:00	1 050
		12:00-15:00	960
		15:00-18:00	600
		18:00-21:00	390
		21:00-24:00	240



## PROVINCIAL COVERAGE

Listenership: 3 597 000



-  [lesedifm.co.za](http://lesedifm.co.za)
-  [LesediFM](#)
-  [@LesediFM](#)
-  [lesedifm](#)
-  [LesediFMPictureStream](#)
-  [@officiallesedifm](#)

## EFFECTIVE 1 AUGUST 2023

TIME	NETT RATES	TIME	NETT RATES
<b>MONDAY - FRIDAY</b>		<b>SATURDAY</b>	
00:00-02:00	540	00:00-02:00	2 250
02:00-05:00	540	02:00-06:00	2 250
05:00-06:00	4 170	06:00-07:00	6 510
06:00-09:00	13 800	07:00-09:00	8 310
09:00-12:00	10 560	09:00-12:00	5 310
12:00-12:30	7 410	12:00-15:00	3 210
12:30-15:00	6 210	15:00-18:00	3 210
15:00-18:00	7 410	18:00-21:00	2 130
18:00-19:00	4 710	21:00-24:00	600
19:00-20:00	4 710	<b>SUNDAY</b>	
20:00-24:00	960	00:00-02:00	480
		02:00-06:00	600
		06:00-07:00	6 810
		07:00-09:00	6 810
		09:00-12:00	6 510
		12:00-15:00	2 490
		15:00-18:00	2 490
		18:00-20:00	1 290
		20:00-22:00	1 290
		22:00-24:00	420

Lesedi FM broadcasts from Bloemfontein 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.

## 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

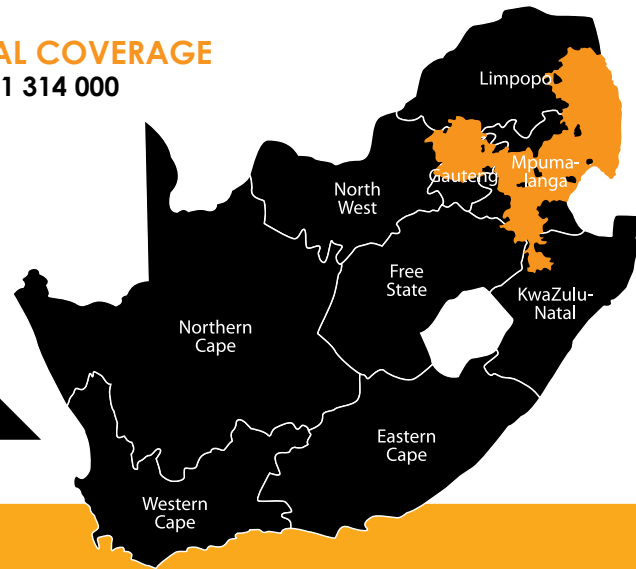
Source: BRC RAMS Q1 2023





## PROVINCIAL COVERAGE

Listenership: 1 314 000



-  [ligwalagwalafm.co.za](http://ligwalagwalafm.co.za)
-  [@ligwalagwalaFM](https://www.facebook.com/ligwalagwalaFM)
-  [@ligwalagwalaFM](https://twitter.com/ligwalagwalaFM)
-  [@ligwalagwalaFM](https://www.instagram.com/ligwalagwalaFM)
-  [LigwalagwalaFM Ligcabho Lesive](https://www.youtube.com/LigwalagwalaFM)

## EFFECTIVE 1 AUGUST 2023

TIME	NETT RATES	TIME	NETT RATES
<b>MONDAY - FRIDAY</b>		<b>SATURDAY</b>	
00:00-03:00 (Auto)	240	00:00-03:00	330
03:00-05:00	1 170	03:00-06:00	660
05:00-06:00	1 650	06:00-07:00	1 770
06:00-09:00	3 690	07:00-09:00	2 130
09:00-10:00	2 970	09:00-10:00	1 410
10:00-12:00	2 970	10:00-12:00	1 410
12:00-15:00	1 890	12:00-14:30	1 890
15:00-17:00	2 730	14:30-18:00	1 170
17:00-18:00	2 670	18:00-21:00	1 290
18:00-19:00	1 770	21:00-24:00	720
19:00-21:00	1 870	<b>SUNDAY</b>	
21:00-24:00	420	00:00-03:00	180
		03:00-06:00	540
		06:00-07:00	1 890
		07:00-09:00	1 770
		09:00-12:00	1 650
		12:00-15:00	960
		15:00-18:00	1 170
		18:00-19:00	840
		19:00-20:00	900
		20:00-22:00	330
		22:00-24:00	330

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.

## CONVERSION TABLE

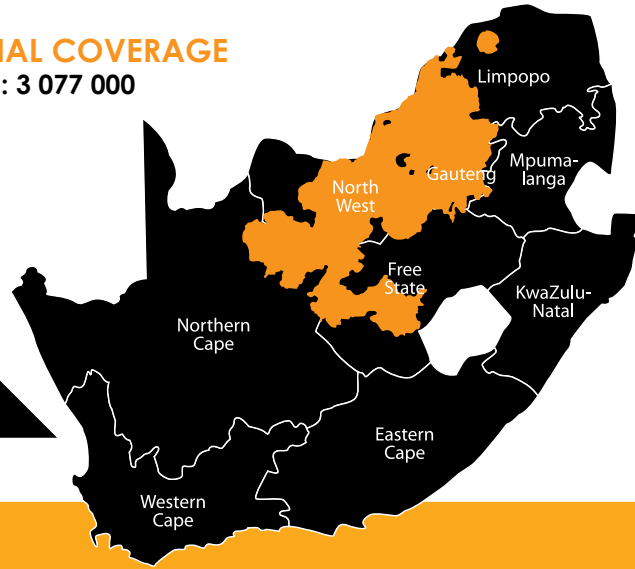
Duration:	5"	10"	15"	20"	25"	30"	35"	40"	45"	50"	55"	60"
Multiply Rate	0.75	0.75	0.75	0.80	0.80	1.00	1.15	1.30	1.50	1.65	1.80	2.00

Source: BRC RAMS Q1 2023



## PROVINCIAL COVERAGE

Listenership: 3 077 000



-  [motswedingfm.co.za](http://motswedingfm.co.za)
-  [MotswedingFM](https://www.facebook.com/MotswedingFM)
-  [@motswedingfm](https://twitter.com/motswedingfm)
-  [motswedingfm](https://www.instagram.com/motswedingfm)
-  [KonkaBokamoso](https://www.youtube.com/KonkaBokamoso)
-  [@motswedingfm](https://www.tiktok.com/@motswedingfm)



## EFFECTIVE 1 AUGUST 2023

TIME	NETT RATES	TIME	NETT RATES
<b>MONDAY - FRIDAY</b>		<b>SATURDAY</b>	
00:00-03:00	480	00:00-03:00	720
03:00-05:00	480	03:00-06:00	1 170
05:00-06:00	1 770	06:00-09:00	4 410
06:00-09:00	9 660	09:00-12:00	3 690
09:00-12:00	7 410	12:00-13:00	2 970
12:00-15:00	4 710	13:00-15:00	2 970
15:00-18:00	5 910	15:00-18:00	2 250
18:00-19:00	2 730	18:00-21:00	1 770
19:00-20:00	3 210	21:00-24:00	780
20:00-24:00	1 530	<b>SUNDAY</b>	
		00:00-03:00	720
		03:00-06:00	900
		06:00-09:00	2 970
		09:00-12:00	2 970
		12:00-13:00	2 730
		13:00-15:00	2 250
		15:00-18:00	2 130
		18:00-19:00	1 290
		19:00-21:00	1 410
		21:00-24:00	480

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.

## 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

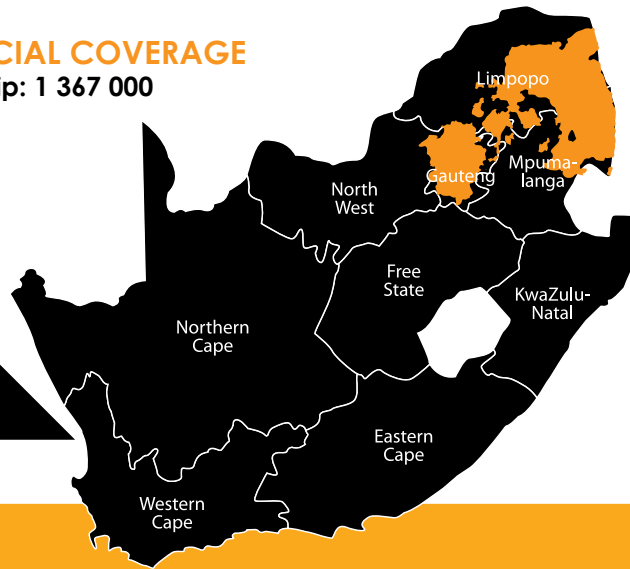
Source: BRC RAMS Q1 2023



**MUNGHANA LONENE FM**  
MAKOMBA NDLELA

## PROVINCIAL COVERAGE

Listenership: 1 367 000



-  [munghanalonenefm.co.za](http://munghanalonenefm.co.za)
-  **Munghana Lonene FM:**  
Makomba Ndlela
-  @Munghana
-  @munghanalonene
-  Munghana Lonene FM
-  Munghanalonene\_fm



## EFFECTIVE 1 AUGUST 2023

TIME	NETT RATES	TIME	NETT RATES
<b>MONDAY - FRIDAY</b>		<b>SATURDAY</b>	
01:00-03:00	540	01:00-03:00	210
03:00-05:00	660	03:00-06:00	840
05:00-06:00	1 410	06:00-07:00	840
06:00-09:00	3 210	07:00-09:00	2 010
09:00-12:00	2 010	09:00-12:00	2 010
12:00-13:30	2 490	12:00-14:00	1 890
13:30-15:00	1 290	14:00-18:00	1 530
15:00-18:00	2 250	18:00-20:00	1 650
18:00-19:00	2 130	20:00-21:00	1 530
19:00-22:00	1 530	21:00-24:00	1 170
22:00-01:00	480	<b>SUNDAY</b>	
		00:00-03:00	210
		03:00-06:00	600
		06:00-08:00	1 650
		08:00-09:00	1 650
		09:00-10:00	1 650
		10:00-11:00	1 290
		11:00-13:00	1 410
		13:00-14:00	1 650
		14:00-18:00	840
		18:00-19:00	720
		19:00-21:00	600
		21:00-01:00	210

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 station 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.

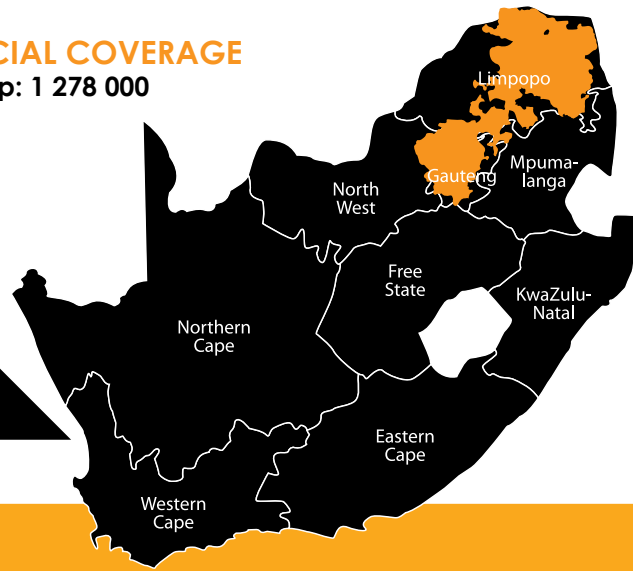
## CONVERSION TABLE

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

Source: BRC RAMS Q1 2023

## PROVINCIAL COVERAGE

Listenership: 1 278 000



-  [phalaphalamf.co.za](http://phalaphalamf.co.za)
-  **Phalaphala FM:**  
Ri Na 'Nwi Misi Yothe
-  **@Phalaphala**
-  **Phalaphala\_Officialpage**
-  **Phalaphala Fm: Ri na 'nwi misi yothe**
-  **phalaphala\_fm**

## EFFECTIVE 1 AUGUST 2023

TIME	NETT RATES	TIME	NETT RATES
<b>MONDAY - FRIDAY</b>		<b>SATURDAY</b>	
00:00-03:00 (Auto)	210	00:00-03:00	330
03:00-05:00	600	03:00-06:00	660
05:00-06:00	1 170	06:00-07:00	1 530
06:00-07:00	2 730	07:00-09:00	1 650
07:00-09:00	2 730	09:00-11:00	1 050
09:00-12:00	1 650	11:00-12:00	780
12:00-15:00	1 770	12:00-14:00	780
15:00-18:00	1 410	14:00-18:00	1 050
18:00-19:00	1 290	18:00-21:00	660
19:00-20:00	1 170	21:00-24:00	390
20:00-21:00	1 290	<b>SUNDAY</b>	
21:00-24:00	420	00:00-03:00	180
		03:00-06:00	300
		06:00-07:00	1 290
		07:00-10:00	1 530
		10:00-12:00	780
		12:00-14:00	960
		14:00-18:00	1 170
		18:00-19:00	540
		19:00-20:00	600
		20:00-21:00	480
		21:00-24:00	300

Phalaphala FM is a proud-modern-home of Tshivenda speaking 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.

## CONVERSION TABLE

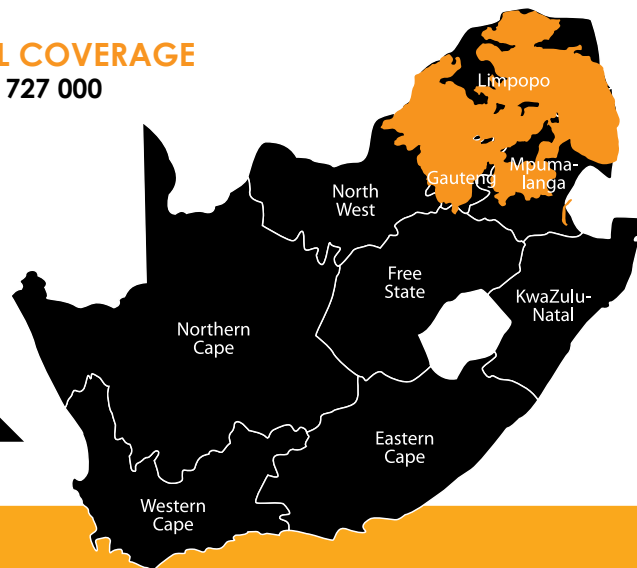
Duration:	5"	10"	15"	20"	25"	30"	35"	40"	45"	50"	55"	60"
Multiply Rate	0.75	0.75	0.75	0.80	0.80	1.00	1.15	1.30	1.50	1.65	1.80	2.00

Source: BRC RAMS Q1 2023

**THOBELAFM**  
MOŠATE WA TSEBO LE BOITHABIŠO

**PROVINCIAL COVERAGE**

Listenership: 2 727 000



-  [thobelafm.co.za](http://thobelafm.co.za)
-  Thobela FM Yaka
-  @ThobelaFMYaka
-  @thobelafmyaka
-  UCDt5wmbMlSkMAgaHIXIOi6A
-  Thobelafm

**EFFECTIVE 1 AUGUST 2023**

TIME	NETT RATES	TIME	NETT RATES
<b>MONDAY - THURSDAY</b>		<b>FRIDAY</b>	
01:00-03:00	210	01:00-03:00	300
03:00-05:00	2 490	03:00-05:00	2 490
05:00-06:00	2 490	05:00-06:00	2 490
06:00-07:00	7 860	06:00-07:00	8 310
07:00-09:00	9 660	07:00-09:00	9 660
09:00-12:00	4 710	09:00-12:00	4 710
12:00-13:00	4 710	12:00-13:00	4 710
13:00-15:00	4 710	13:00-15:00	6 210
15:00-18:00	5 310	15:00-18:00	6 510
18:00-19:00	4 170	18:00-19:00	4 410
19:00-20:30	4 410	19:00-20:30	4 710
20:30-21:00	4 410	20:30-21:00	5 310
21:00-22:00	1 290	21:00-22:00	1 530
22:00-01:00	600	22:00-02:00	720
<b>SATURDAY</b>		<b>SUNDAY</b>	
02:00-05:00	420	02:00-06:00	420
05:00-06:00	1 410	06:00-07:00	3 930
06:00-07:00	4 410	07:00-08:00	5 310
07:00-09:00	5 310	08:00-11:00	4 170
09:00-10:00	3 210	11:00-13:00	4 410
10:00-13:00	2 730	13:00-15:00	2 250
13:00-14:00	1 770	15:00-17:30	2 490
14:00-15:00	1 770	17:30-20:00	2 130
15:00-18:00	2 250	20:00-21:00	720
18:00-22:00	1 530	21:00-22:00	600
22:00-02:00	540	22:00-23:00	600
		23:00-02:00	600

Thobela FM is a progressive contemporary voice of Sepedi speaking 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 6th favourite in Top SA Radio Stations.

**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

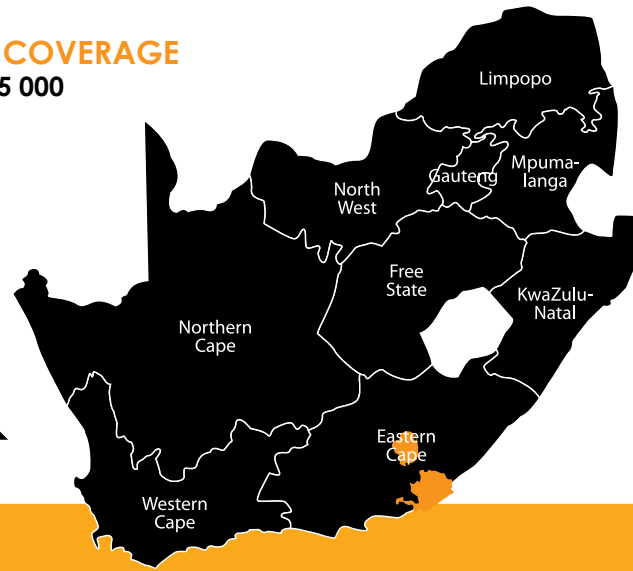
Source: BRC RAMS Q1 2023






tru fm

**PROVINCIAL COVERAGE**

Listenership: 285 000



-  [trufm.co.za](http://trufm.co.za)
-  @trufm
-  @trufm
-  @trufm



**EFFECTIVE 1 AUGUST 2023**

TIME	NETT RATES	TIME	NETT RATES
<b>MONDAY - FRIDAY</b>		<b>SATURDAY</b>	
00:00-03:00	180	00:00-03:00	180
03:00-06:00	300	03:00-06:00	390
06:00-09:00	1 530	06:00-09:00	600
09:00-11:30	960	09:00-12:00	720
11:30-12:00	780	12:00-15:00	1 170
12:00-15:00	960	15:00-17:00	1 170
15:00-18:00	1 650	17:00-18:00	1 290
18:00-19:00	1 170	18:00-21:00	600
19:00-22:00	480	21:00-24:00	540
22:00-24:00	360	<b>SUNDAY</b>	
		00:00-03:00	240
		03:00-06:00	660
		06:00-09:00	660
		09:00-12:00	840
		12:00-15:00	1 170
		15:00-17:00	600
		17:00-18:00	600
		18:00-21:00	960
		21:00-24:00	300

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.

**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

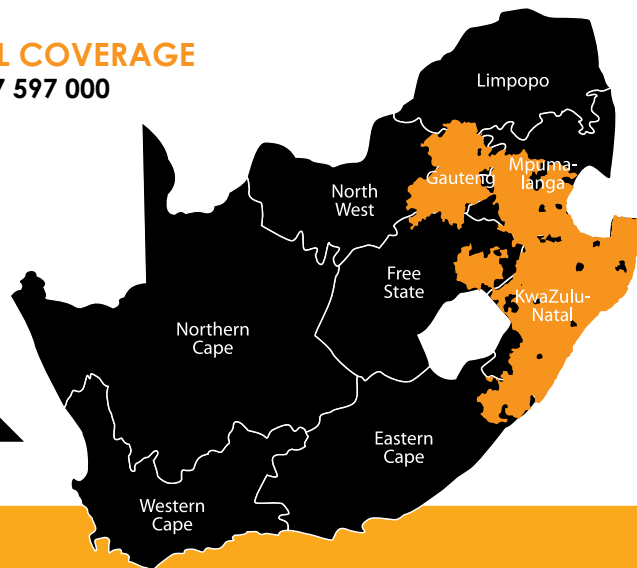
Source: BRC RAMS Q1 2023



luhamba phambili!

## PROVINCIAL COVERAGE

Listenership: 7 597 000



-  [ukhozifm.co.za](http://ukhozifm.co.za)
-  [@UkhoziFMOfficial](https://www.facebook.com/UkhoziFMOfficial)
-  [ukhozi\\_fm](https://twitter.com/ukhozi_fm)
-  [ukhozi\\_fm](https://www.instagram.com/ukhozi_fm)
-  [UkhoziFMTV](https://www.youtube.com/UkhoziFMTV)
-  [@ukhozifm](https://www.tiktok.com/@ukhozifm)



Ukhozi FM is the leading ALS radio station in South Africa with audiences in excess of 7.5 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, Mb-aqanga, Kwaito, Gospel, Amapiano; 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, 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.

## 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

Source: BRC RAMS Q1 2023

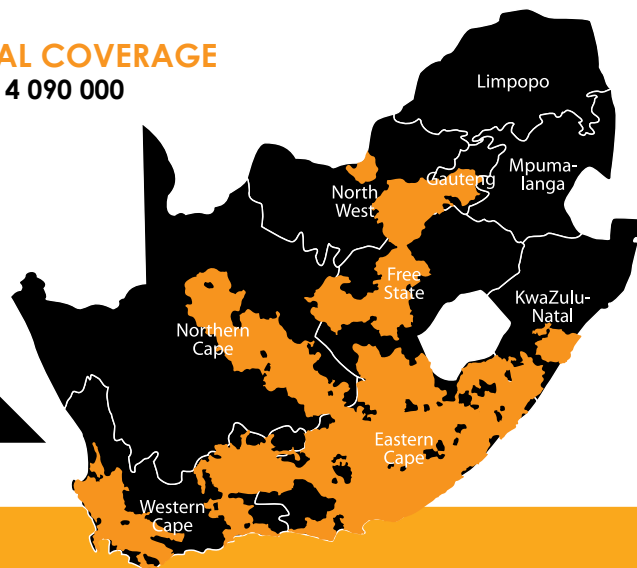
## EFFECTIVE 1 AUGUST 2023

TIME	NETT RATES	TIME	NETT RATES
<b>MONDAY - FRIDAY</b>		<b>SATURDAY</b>	
00:00-03:00	900	00:00-03:00	1 290
03:00-05:00	7 860	03:00-06:00	4 710
05:00-06:00	11 460	06:00-09:00	13 080
06:00-09:00	19 560	09:00-12:00	11 460
09:00-12:00	16 680	12:00-15:00	6 510
12:00-15:00	11 010	15:00-18:00	6 510
15:00-18:00	18 120	18:00-21:00	3 210
18:00-19:00	11 460	21:00-24:00	2 730
19:00-20:00	9 210	<b>SUNDAY</b>	
20:00-24:00	1 890	00:00-04:30	900
		04:30-09:00	8 310
		09:00-11:00	7 860
		11:00-13:00	4 710
		13:00-15:00	4 410
		15:00-18:00	5 310
		18:00-19:00	2 970
		19:00-22:00	2 970
		22:00-24:00	660



## PROVINCIAL COVERAGE

Listenership: 4 090 000



-  [umhlobowenenefm.co.za](http://umhlobowenenefm.co.za)
-  [@umhlobowenenefm 88-106](https://www.facebook.com/umhlobowenenefm)
-  [@UWFM88-106FM](https://twitter.com/UWFM88-106FM)
-  [@umhlobowenenefm](https://www.instagram.com/umhlobowenenefm)
-  [umhlobowenenefm](https://www.youtube.com/umhlobowenenefm)

## EFFECTIVE 1 AUGUST 2023

TIME	NETT RATES	TIME	NETT RATES
<b>MONDAY - FRIDAY</b>		<b>SATURDAY</b>	
00:00-03:00	480	00:00-04:30	780
03:00-05:00	4 170	04:30-06:00	2 490
05:00-06:00	8 760	06:00-07:00	3 690
06:00-09:00	13 800	07:00-10:00	6 510
09:00-12:00	8 760	10:00-11:00	6 210
12:00-13:00	6 510	11:00-13:00	5 610
13:00-15:00	5 310	13:00-15:00	5 610
15:00-18:00	8 760	15:00-18:00	4 410
18:00-19:00	5 910	18:00-22:00	2 250
19:00-21:00	5 910	22:00-24:00	720
21:00-22:00	1 410	<b>SUNDAY</b>	
22:00-24:00	840	00:00-04:30	330
		04:30-09:00	5 010
		09:00-11:00	6 210
		11:00-13:00	4 410
		13:00-15:00	4 410
		15:00-18:00	4 410
		18:00-19:00	1 650
		19:00-22:00	1 650
		22:00-24:00	360

Broadcasting from Port Elizabeth, Cape Town, uMhatha 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 metropolises.

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 honour, 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.

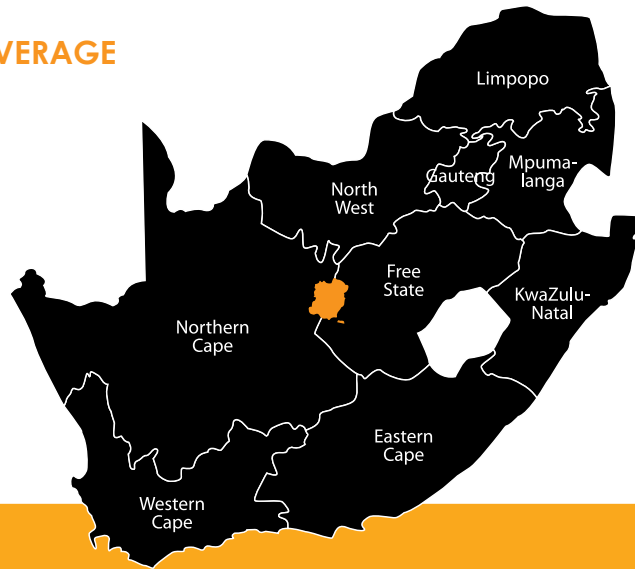
## CONVERSION TABLE

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

Source: BRC RAMS Q1 2023

## PROVINCIAL COVERAGE

Listenership: 1 000



## EFFECTIVE 1 AUGUST 2023

TIME	NETT RATES	TIME	NETT RATES
<b>MONDAY - FRIDAY</b>		<b>SATURDAY</b>	
00:00-05:00 (Auto)	-	00:00-05:00 (Auto)	-
05:00-06:00 (Auto)	-	05:00-09:00	360
06:00-09:00	360	09:00-12:00	420
09:00-12:00	360	12:00-15:00	420
12:00-15:00	360	15:00-19:00	420
15:00-19:00	360	19:00-21:00	420
19:00-21:00 (Auto)	-	21:00-24:00 (Auto)	-
21:00-24:00 (Auto)	-	<b>SUNDAY</b>	
		00:00-05:00 (Auto)	-
		05:00-09:00	360
		09:00-12:00	360
		12:00-15:00	360
		15:00-19:00	360
		19:00-21:00	360
		21:00-24:00 (Auto)	-

XK FM targets the San people of Platfontein in the Northern Cape to preserve the !Xun and Khwe cultures, uplifting, developing and informing the communities. This community consists of the !Xun who makes up 64% of listeners and the Khwe who fall 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 !Xuntali and Khwedam 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.


## 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

Source: BRC RAMS Q1 2023

## AFRICA AND BEYOND



-  [channelafrica.co.za](http://channelafrica.co.za)
-  [Channel Africa](#)
-  [@channelafrica1](#)
-  [channelafricaradio](#)
-  [UCCjLs0TVImV1EwxNO08nM-w](#)

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.

### 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

Source: BRC RAMS Q1 2023

### EFFECTIVE 1 AUGUST 2023

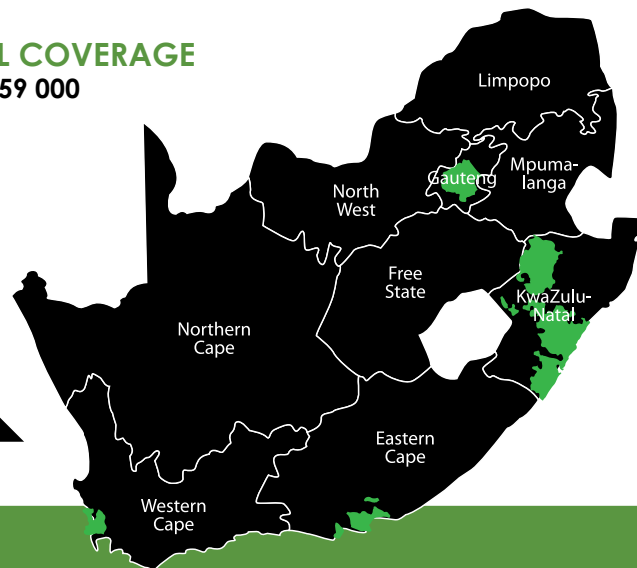
TIME	NETT RATES	TIME	NETT RATES
<b>MONDAY - FRIDAY</b>		<b>SATURDAY</b>	
00:00-03:00	270	00:00-03:00	330
03:00-06:00	660	03:00-06:00	540
06:00-09:00	600	06:00-09:00	600
09:00-12:00	660	09:00-12:00	330
12:00-13:00	600	12:00-14:00	540
13:00-14:00	540	14:00-17:00	540
14:00-17:00	420	17:00-18:00	330
17:00-18:00	600	18:00-19:00	420
18:00-19:00	330	19:00-20:00	360
19:00-20:00	330	20:00-24:00	360
20:00-21:00	330	<b>SUNDAY</b>	
21:00-24:00	330	00:00-03:00	420
		03:00-06:00	480
		06:00-09:00	360
		09:00-12:00	540
		12:00-14:00	540
		14:00-17:00	330
		17:00-18:00	420
		18:00-19:00	360
		19:00-20:00	360
		20:00-24:00	360





## PROVINCIAL COVERAGE

Listenership: 259 000



- [lotusfm.co.za](http://lotusfm.co.za)
- [@lotus.fm](https://www.facebook.com/lotus.fm)
- [@lotusFM](https://twitter.com/lotusFM)
- [@lotus\\_fm](https://www.instagram.com/lotus_fm)
- [LotusFM](https://www.youtube.com/LotusFM)



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.

## 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

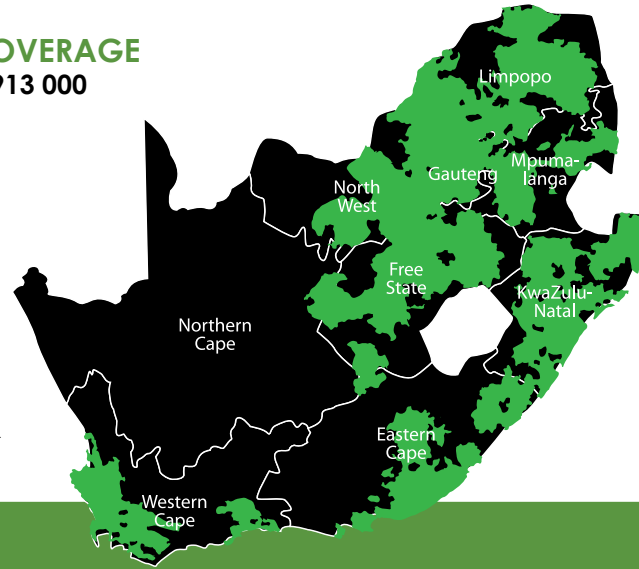
Source: BRC RAMS Q1 2023

## EFFECTIVE 1 AUGUST 2023

TIME	NETT RATES	TIME	NETT RATES
<b>MONDAY - FRIDAY</b>		<b>SATURDAY</b>	
00:00-05:00	210	00:00-05:00	180
05:00-06:00	720	05:00-06:00	240
06:00-09:00	2 130	06:00-09:00	1 770
09:00-12:00	2 490	09:00-12:00	1 170
12:00-15:00	1 770	12:00-15:00	540
15:00-18:00	1 410	15:00-18:00	540
18:00-21:00	420	18:00-21:00	240
21:00-24:00	210	21:00-24:00	180
		<b>SUNDAY</b>	
		00:00-06:00	180
		06:00-09:00	900
		09:00-12:00	1 050
		12:00-15:00	660
		15:00-17:00	720
		17:00-19:00	240
		19:00-22:00	240
		22:00-24:00	180



**NATIONAL COVERAGE**  
**Listenership: 1 913 000**



- radio2000.co.za
- Radio2000
- Radio2000\_ZA
- radio2000\_za

**EFFECTIVE 1 AUGUST 2023**

TIME	NETT RATES	TIME	NETT RATES
<b>MONDAY - FRIDAY</b>		<b>SATURDAY</b>	
00:00-04:00	420	00:00-03:00	330
04:00-06:00	660	03:00-06:00	960
06:00-09:00	3 210	06:00-09:00	2 010
09:00-12:00	2 250	09:00-12:00	2 130
12:00-15:00	2 250	12:00-15:00	1 650
15:00-18:00	3 210	15:00-18:00	2 010
18:00-19:00	2 970	18:00-21:00	960
19:00-22:00	2 490	21:00-24:00	540
22:00-24:00	720	<b>SUNDAY</b>	
		00:00-03:00	480
		03:00-06:00	660
		06:00-09:00	1 890
		09:00-12:00	1 890
		12:00-15:00	2 130
		15:00-18:00	2 130
		18:00-19:00	960
		19:00-22:00	600
		22:00-24:00	540

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.

The program offering is more Lifestyle, Family Matters with Arts and culture dropping in once in a while as well as Travel, Sports News, 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.

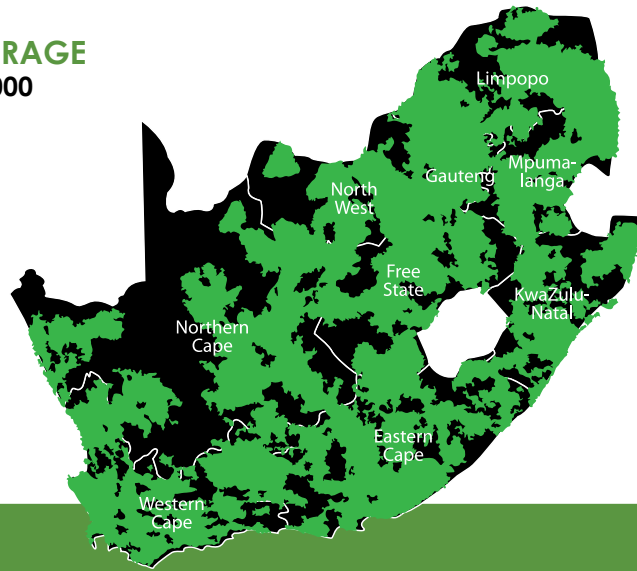
**CONVERSION TABLE**

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

Source: BRC RAMS Q1 2023

## NATIONAL COVERAGE

Listenership: 1 261 000



rsg.co.za

zarsg

@zarsg

@rsg\_100104fm

@zarsg



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 are offered, from Afrikaans, classical, popular, gospel, jazz and country music appealing to forward-thinking people who have a sense of belonging in the new South Africa.

RSG has strong digital platforms and an interested and engaged group of listeners.

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.

## EFFECTIVE 1 AUGUST 2023

TIME	NETT RATES	TIME	NETT RATES
<b>MONDAY - FRIDAY</b>		<b>SATURDAY</b>	
00:00-05:00 (Auto)	-	00:00-05:00 (Auto)	-
05:00-06:00	4 170	05:00-06:00	1 410
06:00-07:00	13 800	06:00-10:00	6 210
07:00-09:00	13 800	10:00-12:00	6 210
09:00-12:00	6 210	12:00-13:00	7 110
12:00-15:00	7 410	13:00-15:00	4 410
15:00-18:00	9 660	15:00-18:00	4 410
18:00-19:00	9 660	18:00-21:00	1 170
19:00-21:00	1 770	21:00-24:00	360
21:00-24:00	540	<b>SUNDAY</b>	
		00:00-05:00 (Auto)	-
		05:00-06:00	780
		06:00-09:00	4 410
		09:00-12:00	3 930
		12:00-15:00	2 970
		15:00-18:00	3 690
		18:00-19:00	840
		19:00-22:00	840
		22:00-24:00	360

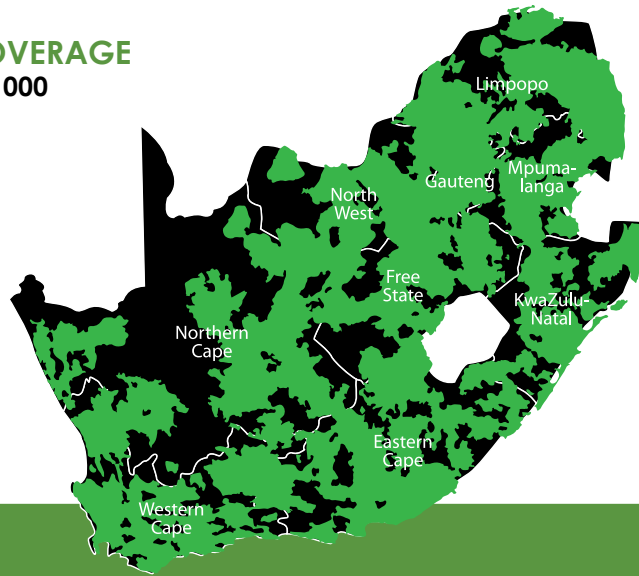
## CONVERSION TABLE

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

Source: BRC RAMS Q1 2023

## NATIONAL COVERAGE

Listenership: 578 000



[safm.co.za](http://safm.co.za)

SAfmRadio

SAfmRadio

safmradio

## EFFECTIVE 1 AUGUST 2023

TIME	NETT RATES	TIME	NETT RATES
<b>MONDAY - FRIDAY</b>		<b>SATURDAY</b>	
00:00-03:00	300	00:00-03:00	360
03:00-05:00	480	03:00-06:00	420
05:00-06:00	600	06:00-07:00	1 890
06:00-09:00	7 110	07:00-10:00	1 890
09:00-12:00	2 490	10:00-13:00	1 050
12:00-13:00	2 130	13:00-16:00	900
13:00-15:00	2 490	16:00-19:00	840
15:00-18:00	4 410	19:00-21:00	360
18:00-19:00	4 710	21:00-22:00	390
19:00-20:00	540	22:00-24:00	180
20:00-22:00	360	<b>SUNDAY</b>	
22:00-24:00	330	00:00-03:00	300
		03:00-06:00	360
		06:00-07:00	540
		07:00-10:00	780
		10:00-13:00	1 170
		13:00-16:00	840
		16:00-19:00	720
		19:00-21:00	600
		21:00-22:00	330
		22:00-24:00	240

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 a 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.

## 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

Source: BRC RAMS Q1 2023



EFFECTIVE 1 AUGUST 2023

## SERVICE

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.

Tel: (011) 714 4226 | Fax: (011) 714 4496

### RAP STUDIO RATES

Service offered	Cost
<b>COPYWRITING - PER COPY</b>	
Translation per copy per language	R1 300
Studio time per hour (incl. sound engineer)	R820
Station Master each	R1 300
Dubbing non SABC stations	R110
CD each	R110
Sound Effects usage fee per spot	R110
Transcription	R1 650
<b>MOOD MUSIC PER TRACK</b>	
Up to 45"	R2 400
Up to 60"	R3 500
Up to 90"	R4 500
<i>Add 50% for each additional language, cut down or 'tag-line' change.</i>	
<b>VOICE RATES PER VOICE</b>	
Up to 2 months usage	R2 440
Up to 6 months usage	R2 820
Up to 12 months usage	R3 520
Pilot/Cancellation/Re-record/Rejection	R1 000
Admin Fee	R550 <i>per spot</i>

Service offered	Cost
Voice Overs - Commercials (Special packages for 6-12 months)	As per client and Rap agreed/negotiated rate
Voice Overs - Pilot Ads	R1000 per spot
Translations - Commercials	Minimum of R820 per language per script per page and a maximum of R2080 per language per script per page
Translations - Programmes Documents	R820 – R2400 per page
Copywriting - Commercials	Maximum R1300 per script or as per negotiated rate
Copywriting - Programmes	Minimum of R3 800 and a maximum of R6 500
Copywriting - Pilot Ads	R870 per spot
Copywriting - Sound Presentations	R5 400 to R21 900 depending on duration (3 -15 mins)
Producer's Fee	R490 per hour or R3280 per day
Jingles Mood Music	Composing and recording minimum R50 000 and maximum R150 000 or more Up to 45" R 2 400.00 Up to 60" R 3 500.00 Up to 90" R 4 500.00
IVR or Telephone on hold	South-African Commercial voice over rates
Mini Drama's/Interviews	Minimum R2 680 – Maximum R3 480
Admin Fee	Minimum R550 – Maximum R820

ALL RATES EXCLUDE VAT

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



# TERMS AND CONDITIONS

## 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 the SABC.
- This rate card is issued for the information of advertising agencies and clients and does not constitute any offer by SABC Radio Sales.
- 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.
- Commitment Contracts must be completed in writing and signed by the SABC and the Agency/ Advertiser.
- No orders or amended orders will be executed without a written acknowledgment by both parties that they agree with rates and/or adjustments.
- 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.
- Programming on radio stations was correct at time of going to print. Radio Station programming, however, is subject to change without notice.
- All rates, terms and conditions are issued subject to change without notice.
- 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.
- No rates will be held on any bookings and the prevailing rate card will always apply.
- Under no circumstances should a programme promo with any 3rd party advertiser association be booked unless:
  - It forms part of an approved sponsorship,
  - it forms part of a trade exchange
  - There is written SABC authorization to grant such airtime.
- 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.
- 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.
- 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.
- 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.
- 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.
- Post-broadcast requests to amend campaigns/ products/ advertiser will not be accommodated.
- If an advertiser omits, refuses, or fails to pay any due amount promptly the SABC shall be entitled to:
  - Cease further broadcasts of advertisements
  - Deny the advertiser the use or benefit of any other facilities and/or services included in the agreement

- Cancel the contract
  - And recover any outstanding amounts which shall become immediately payable on such omission, refusal or failure.
- Prices on invoices are due and payable; no future discounts may be deducted.
  - 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

- 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.
  - 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

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

### Costing

- All rates quoted are based on a standard 30" recorded commercial.
- The conversion table will apply for rates of different durations.
- 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.
- 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.
- In respect of the "non-fighting" 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.
- The advertiser will either qualify for a credit note or compensation but not both.

### Generic Adverts

- 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.

- Generic ads containing abusive or offensive language will not be accepted.
- 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.
- Both English and Afrikaans ads are accepted on GOOD HOPE FM.
- Afrikaans, Khoi and San ads are accepted on XK FM.
- 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.
- Live reads are bound by SABC Radio Sales general advertising acceptance guidelines.
- 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.
- 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.
- Live read script will not be read on air without the signature of the Station Programme Manager or the duly appointed nominee.
- 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.
- Live reads will not be accepted in current affairs shows.
- 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.

### 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%
Specific 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%

- 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.
- 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.
- 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.
- 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.

# 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

[sabcgroupsales.co.za](http://sabcgroupsales.co.za)



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