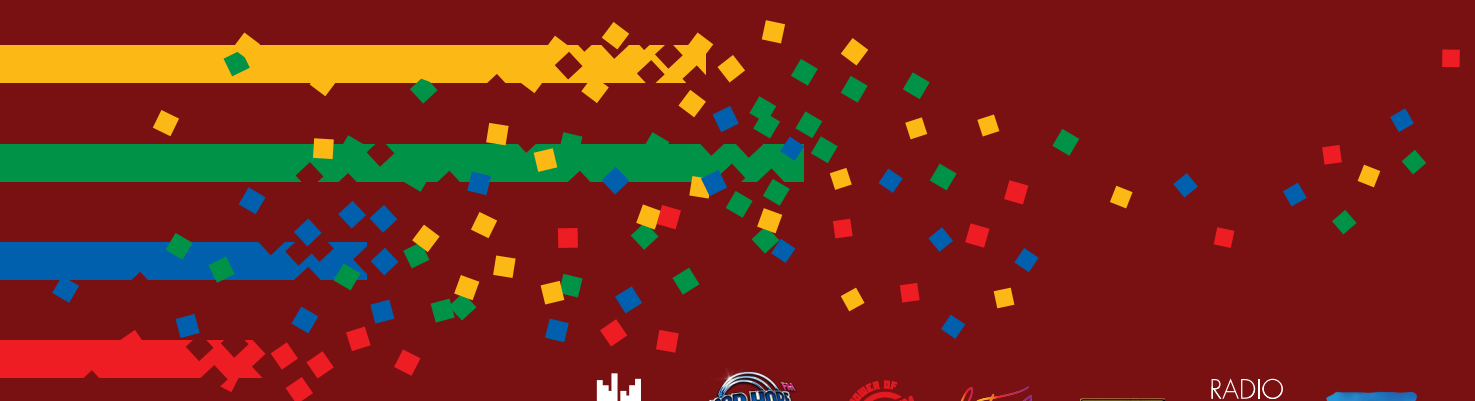




RADIO RATES OCTOBER 2017



Dear Business Partner

28 August 2017

Thank you for entrusting us with the responsibility of working on your compaigns. We appreciate your support.

This letter serves as notification of an SABC Radio rate increase effective from 1 October 2017. The average increase is 2.2% and is consistent with SABC Radio's proven record of delivering value to advertisers and business partners at responsible pricing. Accordingly, SABC Radio remains the most competitively priced radio partner and offers the best return on investment per rand spent.

An electronic version of the rate card accompanies this communication. The printed version will be delivered by your Account Executive soon. If you have any queries regarding the increase, please feel free to drop us an email. We value your frank and open feedback.

Thank you again for your patronage. We look forward to an ongoing business relationship.

Kind Regards



Eugene Zwane
General Manager: Radio Sales

SABC'S PORTFOLIO - 18 RADIO STATIONS

9 Provinces, 18 Radio Stations, 11 Official languages,





THE POWER BEHIND MG5

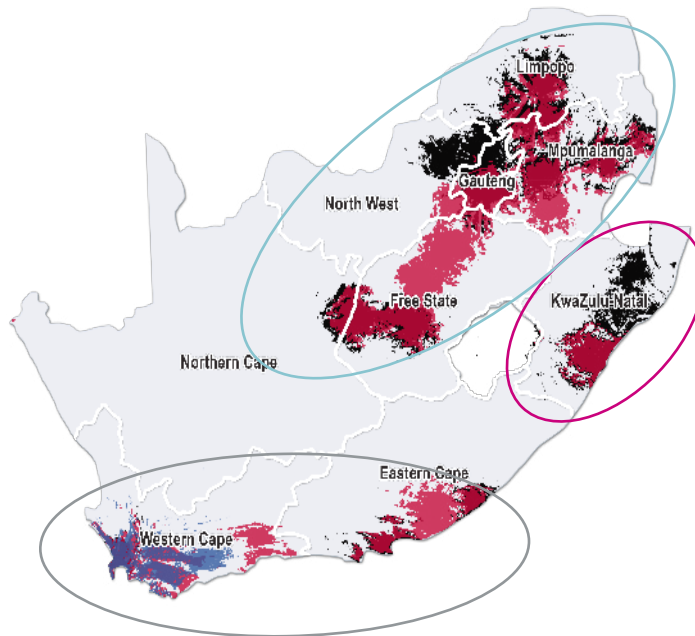


The MG5 group consists of METRO FM and 5FM, amongst the list of South Africa's most successful commercial radio stations, as well as Good Hope FM; one of Cape Town's biggest local stations. This powerhouse of stations offers access to a tightly defined target audience that can leverage the individuality of each station in order to create the ideal vehicle to reach a lucrative target sector.

The MG5 group is for the upwardly mobile 16 to 34 year-old trendsetters, the youthful and the chic. They are the pulse of pop culture and this places all three stations very much at the top of their game. This means that these stations can guide you, the advertiser, on how best to speak to your target market, who is the core of this group's target audience – anything from generic 30 second sound bytes, on-air promotions with creatively unique and entertaining content, some of the most innovative and interactive outside broadcasts, to nationwide integrated media opportunities - we simply have the young at heart, by the ear.



COVERAGE OF MG5 STATIONS



MG5 National Coverage

- ▶ METRO FM
- ▶ 5FM
- ▶ GOOD HOPE FM

Existing Coverage

NORTH BLOCK

- ▶ Gauteng, Mpumalanga, North West, Limpopo & Free State

East Block

- ▶ KwaZulu-Natal

SOUTH BLOCK

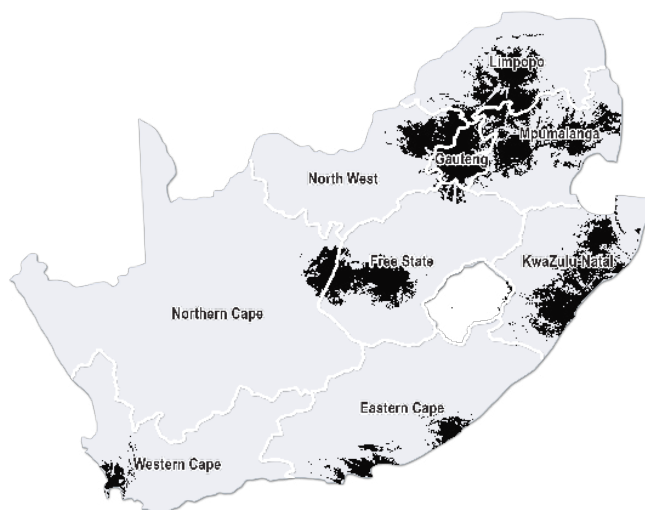
- ▶ Western Cape, Northern Cape & Eastern Cape



METRO FM



South Africa's largest urban commercial station reflects the style and attitude of its multicultural listeners. METRO FM is a music station that delivers credible and unbiased news reporting to keep listeners involved and informed. Through its English broadcasting, the station is the ideal vehicle to deliver a global and local perspective that inspires its audiences, as well as being a cost-effective medium for advertisers to reach a quality audience that just continually keeps growing.





NETT RATES	TIMES	30" RATES
	MON-FRI	OCT 2017 RATE
	00:00-05:00	720
	05:00-06:00	3 210
	06:00-07:00	22 620
	07:00-08:00	22 620
	08:00-10:00	18 840
	10:00-12:00	10 560
	12:00-15:00	10 110
	15:00-16:00	13 800
	16:00-17:00	14 520
	17:00-18:00	18 120
	18:00-19:30	18 120
	19:30-21:00	5 910
	21:00-24:00	1 890
	SATURDAY	
	00:00-03:00	660
	03:00-06:00	1 170
	06:00-10:00	7 860
	10:00-14:00	11 460
	14:00-18:00	9 660
	18:00-20:00	5 310
	20:00-22:00	2 250
	22:00-24:00	2 010
	SUNDAY	
	00:00-03:00	900
	03:00-06:00	1 050
	06:00-09:00	4 410
	09:00-12:00	6 510
	12:00-15:00	7 410
	15:00-18:00	5 910
	18:00-21:00	2 730
	21:00-24:00	1 290



GOOD HOPE FM



Good Hope FM not only personifies the energy and vibe of Cape Town but it also entertains and informs Capetonians through music, lifestyle events and news. The station connects its wide range of Cape audiences from areas including Cape Town Metropole, the West coast, Boland and Overberg, to what is hot and happening around them. This unique station offers advertisers powerful regional access to existing buying power and an upwardly mobile target audience of the laid back Mother City.



GOOD HOPE FM - OCTOBER 2017



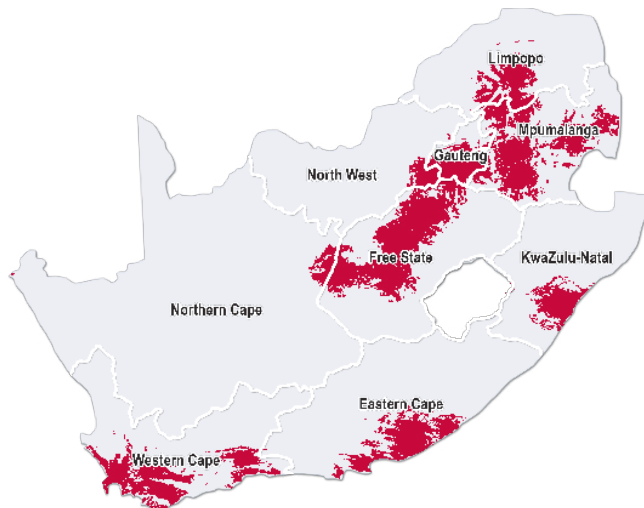
NETT RATES

TIMES		30" RATES
MON-FRI	OCT 2017 RATE	
01:00-04:00	240	
04:00-06:00	360	
06:00-09:00	3 210	
09:00-12:00	2 970	
12:00-16:00	2 490	
16:00-19:00	2 130	
19:00-22:00	960	
22:00-01:00	240	
SATURDAY		
00:00-06:00	270	
06:00-09:00	900	
09:00-12:00	2 130	
12:00-15:00	1 170	
15:00-18:00	390	
18:00-22:00	390	
22:00-24:00	300	
SUNDAY		
00:00-06:00	270	
06:00-09:00	540	
09:00-12:00	1 170	
12:00-15:00	780	
15:00-18:00	480	
18:00-22:00	300	
22:00-24:00	270	



5FM

5FM's purpose is to bring together young at heart South Africans through the power of music. As an entertainment powerhouse offering the best in local and international music, 5FM is a Top 40 contemporary hit radio station and multi-media content platform featuring some of the most well-known media personalities and music DJs in South Africa. The station has won numerous awards, including seven consecutive Generation Next awards for Coolest Radio Station, 2012 Commercial Station of the Year at the MTN Radio Awards and has been nominated for Most Influential International Station at the Worldwide Radio Summit in Los Angeles. 5FM aims to be on the pulse of local and global music trends offering its nationwide audience an opportunity to co-create, engage and participate in the energy and dynamism of a fast changing youthful community. 5FM lives loud!





NETT RATES

TIMES		30" RATES
MON-FRI		OCT 2017 RATE
01:00-03:00		600
03:00-05:00		780
05:00-06:00		6 810
06:00-07:00		12 360
07:00-08:00		15 960
08:00-09:00		10 560
09:00-12:00		9 210
12:00-15:00		4 410
15:00-16:00		8 310
16:00-17:00		9 210
17:00-18:00		9 660
18:00-19:00		9 210
19:00-22:00		2 970
22:00-01:00		780
SATURDAY		
01:00-04:00		600
04:00-07:00		1 050
07:00-10:00		3 450
10:00-14:00		5 610
14:00-17:00		1 890
17:00-19:00		1 770
19:00-22:00		2 010
22:00-01:00		660
SUNDAY		
01:00-04:00		540
04:00-07:00		900
07:00-10:00		2 010
10:00-14:00		3 690
14:00-17:00		1 890
17:00-19:00		1 290
19:00-22:00		1 290
22:00-01:00		780



THE POWER BEHIND ALS

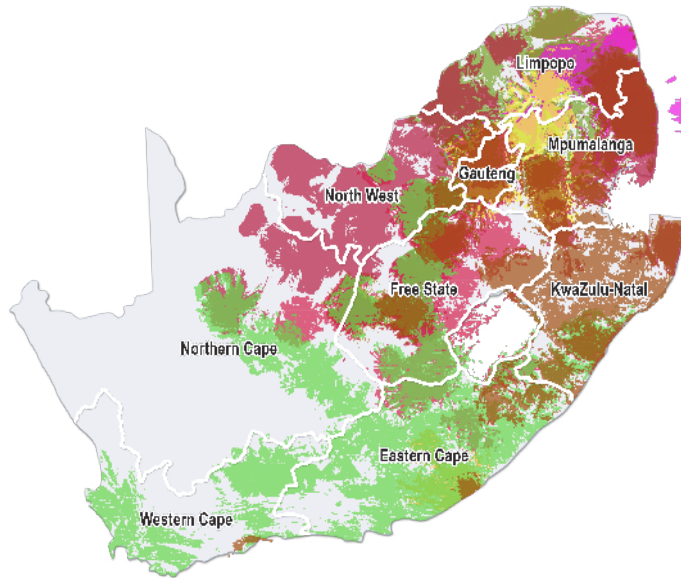
SABC ALS (African Language Services) Radio has been mandated to provide informative and interesting edutainment. Over the years and through the portfolio's growth, the stations have taken the mandate to heart. ALS Radio no longer looks at its role as a mandate but sees developing and supporting the growth and maintenance of culture and language as the core of their business. Through this they are able to touch on and focus on the development of all South Africans from all walks of life.

Insights to the ALS listeners show us that they are highly motivated and are looking to improve their lives and reach a stage of self-actualisation. They are ambitious and aspire for a brighter future while they are caught between their dreams and reality.

ALS Radio enriches the lives of their audiences by inspiring a strong sense of belonging. With the knowledge and understanding of their cultures and backgrounds, our listeners get a strong connection to their roots within the context of a modern environment.



COVERAGE OF ALS STATIONS



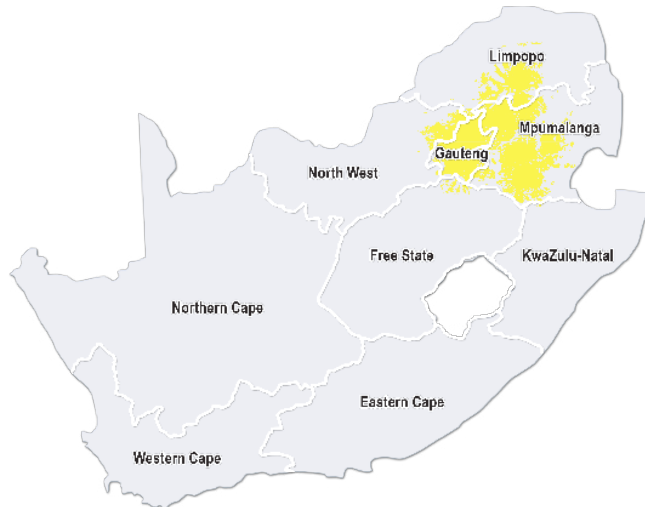
ALS National Coverage

- ▶ Ukhozi FM
- ▶ Ikwekwezi FM
- ▶ Phalaphala FM
- ▶ Lesedi FM
- ▶ Motsweding FM
- ▶ Munghana Lonene FM
- ▶ Ligwalagwala FM
- ▶ Umhlobo Wenene FM
- ▶ TruFM
- ▶ Thobela FM
- ▶ XK-FM



IKWEKWEZI FM

Ikwewezi FM is the only station in South Africa to broadcast exclusively to the Ndebele community. It keeps its listeners in touch with current issues while playing the music that appeals to them. This is the perfect balance for a station that wants to inform their listeners in an entertaining way.





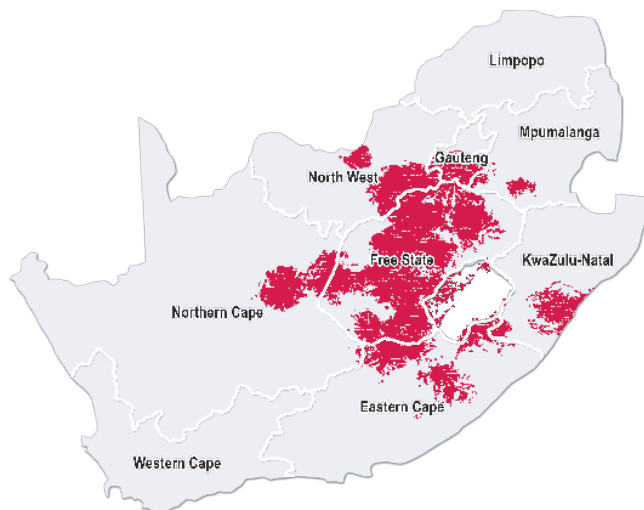
NETT RATES

TIMES	30" RATES
MON-FRI	
00:00-03:00	330
03:00-06:00	600
06:00-09:00	2 250
09:00-12:00	1 530
12:00-15:00	1 170
15:00-18:00	1 650
18:00-21:00	1 170
21:00-24:00	480
SATURDAY	
00:00-03:00	270
03:00-06:00	420
06:00-09:00	840
09:00-12:00	720
12:00-15:00	780
15:00-18:00	720
18:00-21:00	360
21:00-24:00	300
SUNDAY	
00:00-03:00	270
03:00-06:00	420
06:00-09:00	840
09:00-12:00	660
12:00-15:00	840
15:00-18:00	600
18:00-21:00	360
21:00-24:00	300



LESEDI FM

Based in Bloemfontein, Lesedi FM broadcasts to the Sesotho speaking and understanding communities in South Africa. As a participatory radio station, Lesedi FM provides regular programming covering matters that have a direct bearing on the development of its listeners in South Africa and spilling all the way into Lesotho. The station brings its audiences programming that supports the growth and empowerment of listeners while keeping traditional values relevant in a contemporary environment.





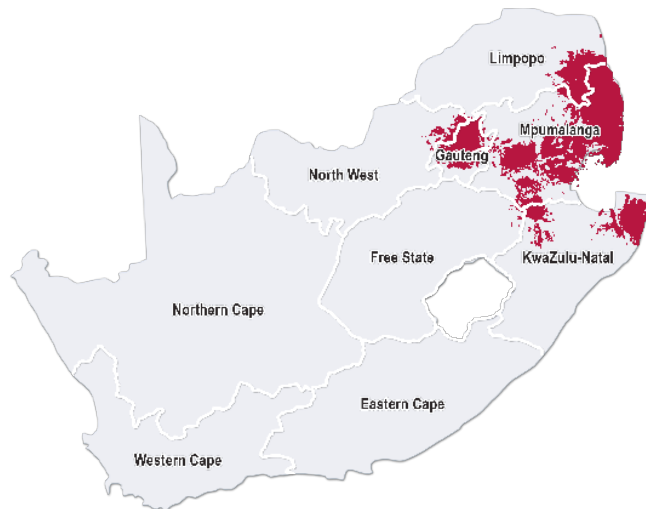
NETT RATES

TIMES	30" RATES
MON-FRI	
00:00-03:00	480
03:00-06:00	3 450
06:00-09:00	10 560
09:00-12:00	7 860
12:00-15:00	4 710
15:00-18:00	5 310
18:00-21:00	3 210
21:00-24:00	1 050
SATURDAY	
00:00-03:00	540
03:00-06:00	2 010
06:00-09:00	5 010
09:00-12:00	4 170
12:00-15:00	2 250
15:00-18:00	2 250
18:00-22:00	1 650
22:00-24:00	540
SUNDAY	
00:00-04:00	480
04:00-06:00	1 410
06:00-09:00	4 710
09:00-12:00	5 910
12:00-15:00	2 130
15:00-18:00	1 890
18:00-21:00	1 050
21:00-24:00	480



LIGWALAGWALA FM

This is the station for the young, motivated, upwardly mobile siSwati-speaking and understanding listeners who are progressive and brand conscious. The goal of Ligwalagwala FM is to be a friend, a teacher, entertainer and a nation builder that enriches the daily lives of its audience with the latest news, music, current affairs, talk shows, education, sport, weather and traffic in a highly interactive environment.





NETT RATES

TIMES	30" RATES
MON-FRI	
00:00-03:00	330
03:00-06:00	1 050
06:00-09:00	2 490
09:00-12:00	2 010
12:00-15:00	1 050
15:00-18:00	2 010
18:00-21:00	1 410
21:00-24:00	390
SATURDAY	
00:00-03:00	360
03:00-06:00	540
06:00-09:00	1 410
09:00-12:00	1 050
12:00-15:00	900
15:00-18:00	1 050
18:00-21:00	600
21:00-24:00	330
SUNDAY	
00:00-03:00	300
03:00-06:00	480
06:00-09:00	1 410
09:00-12:00	960
12:00-15:00	720
15:00-18:00	960
18:00-21:00	720
21:00-24:00	300



Motswedding FM

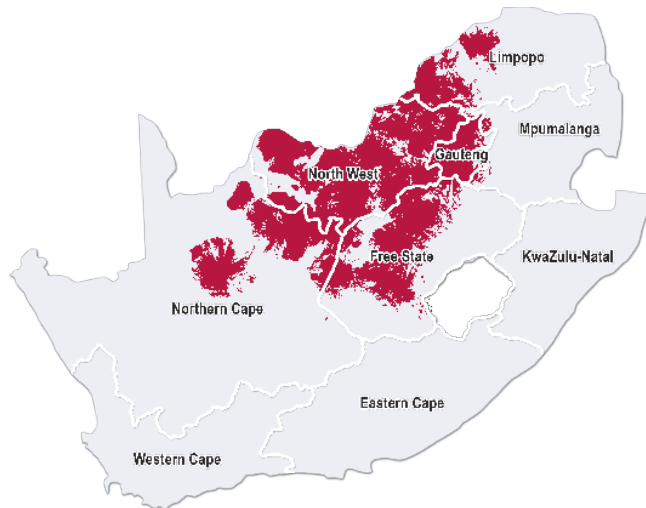
Konka Bokamoso

87.9 - 107.9

MOTSWEDING FM



Motswedding FM is the largest Setswana radio station in the country, with a strong listenership in Botswana as well. This Mmabatho-based station is all about creating positive values focused on the future. Its aim is to be the voice of the Setswana community whilst encouraging personal empowerment.



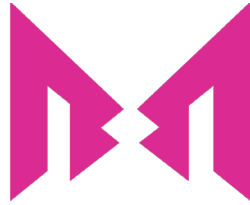
MOTSWEDING FM - OCTOBER 2017



Motswedding FM
Konka Bokamoso
87.9 - 107.9

NETT RATES

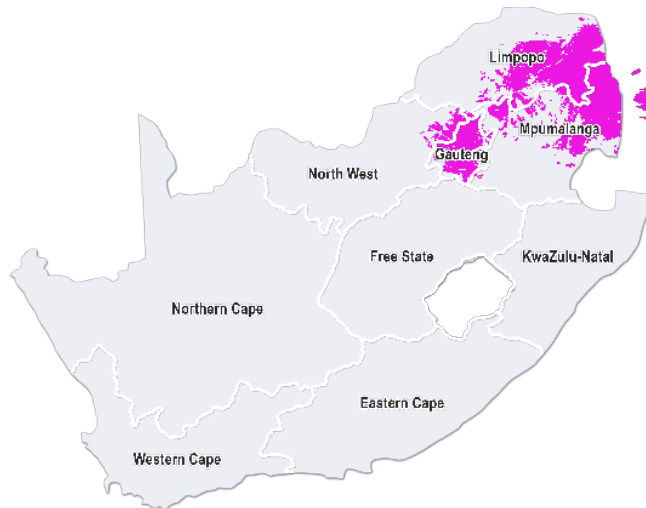
TIMES	30" RATES
MON-FRI	
00:00-03:00	420
03:00-06:00	1 530
06:00-09:00	7 410
09:00-12:00	5 310
12:00-15:00	4 170
15:00-18:00	4 710
18:00-21:00	2 250
21:00-24:00	1 050
SATURDAY	
00:00-03:00	660
03:00-06:00	780
06:00-09:00	3 450
09:00-12:00	3 210
12:00-15:00	2 130
15:00-18:00	2 250
18:00-22:00	1 290
22:00-24:00	660
SUNDAY	
00:00-04:00	660
04:00-06:00	780
06:00-09:00	2 250
09:00-12:00	2 490
12:00-15:00	1 890
15:00-18:00	1 770
18:00-21:00	1 050
21:00-24:00	360



MUNGHANA LONENE FM
MAKOMBA NDLELA

MUNGHANA LONENE FM

Munghana Lonene FM provides diverse and credible programming in Xitsonga to listeners from Limpopo to Gauteng, Mpumalanga and the North West. With a vibrant mix of education, information and entertainment, the station has found appeal with a large cross-section of the population.



MUNGHANA LONENE FM - OCTOBER 2017



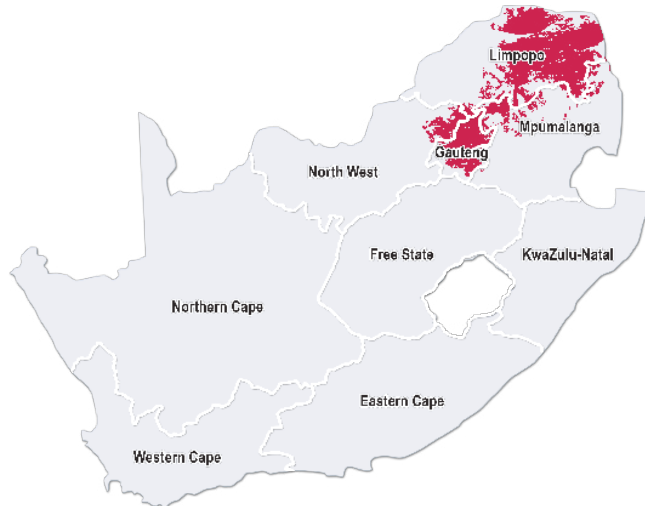
NETT RATES

TIMES		30" RATES
MON-FRI		OCT 2017 RATE
00:00-04:00		300
04:00-06:00		600
06:00-09:00		2 130
09:00-12:00		1 410
12:00-15:00		1 050
15:00-18:00		1 770
18:00-21:00		1 290
21:00-24:00		420
SATURDAY		
00:00-04:00		270
04:00-06:00		660
06:00-09:00		1 530
09:00-12:00		1 290
12:00-15:00		1 170
15:00-18:00		1 410
18:00-21:00		960
21:00-24:00		240
SUNDAY		
00:00-04:00		270
04:00-06:00		480
06:00-09:00		1 050
09:00-12:00		1 050
12:00-15:00		1 050
15:00-18:00		1 170
18:00-21:00		540
21:00-24:00		240



PHALAPHALA FM

Born from the integration of Radio Venda and Radio Thohoyandou, Phalaphala FM is on air 24 hours a day, seven days a week, interacting with its strong audience across Limpopo, parts of Gauteng, North West and Mpumalanga. Phalaphala FM broadcasts in Tshivenda and is based in Polokwane.



NETT RATES

TIMES		30" RATES
MON-FRI		OCT 2017 RATE
00:00-04:00		270
04:00-06:00		840
06:00-09:00		2 010
09:00-12:00		1 050
12:00-15:00		1 170
15:00-18:00		1 170
18:00-21:00		840
21:00-24:00		420
SATURDAY		
00:00-04:00		270
04:00-06:00		480
06:00-09:00		1 290
09:00-12:00		720
12:00-15:00		660
15:00-18:00		960
18:00-21:00		420
21:00-24:00		270
SUNDAY		
00:00-04:00		270
04:00-06:00		390
06:00-09:00		900
09:00-12:00		600
12:00-15:00		780
15:00-18:00		840
18:00-21:00		360
21:00-24:00		240

THOBELAFM

MOŠATE WA TSEBO LE BOITHABIŠO

THOBELA FM

Thobela FM is the proud modern home of Northern Sotho speaking and understanding listeners and the biggest radio station in Limpopo. The station has a spillover audience in Gauteng, Mpumalanga, North West and Botswana. Being the contemporary voice of Northern Sotho-speaking sePedi South Africans, Thobela FM crafts its programming towards promoting the growth of their listeners, the modernisation of culture and enhancing their individual economic development.



NETT RATES

TIMES	30" RATES
MON-FRI	OCT 2017 RATE
00:00-04:00	300
04:00-06:00	2 130
06:00-09:00	6 210
09:00-12:00	3 690
12:00-15:00	3 210
15:00-18:00	3 930
18:00-21:00	3 210
21:00-24:00	1 050
SATURDAY	
00:00-04:00	390
04:00-06:00	1 410
06:00-09:00	2 970
09:00-12:00	2 730
12:00-15:00	1 530
15:00-18:00	1 650
18:00-21:00	1 170
21:00-24:00	480
SUNDAY	
00:00-04:00	480
04:00-06:00	960
06:00-09:00	3 210
09:00-12:00	2 730
12:00-15:00	1 650
15:00-18:00	1 770
18:00-21:00	1 410
21:00-24:00	600



TRUFM



Speaking to the Eastern Cape's current youth and leaders of the future, TruFM is focused on providing its modernised, ambitious, confident and vibrant listener with the tools for self-development through a mix of information and entertainment. Broadcasting in English (60%) and IsiXhosa (40%), TruFM not only offers programming that crosses language boundaries but also acts as the link between the past, present and the future.





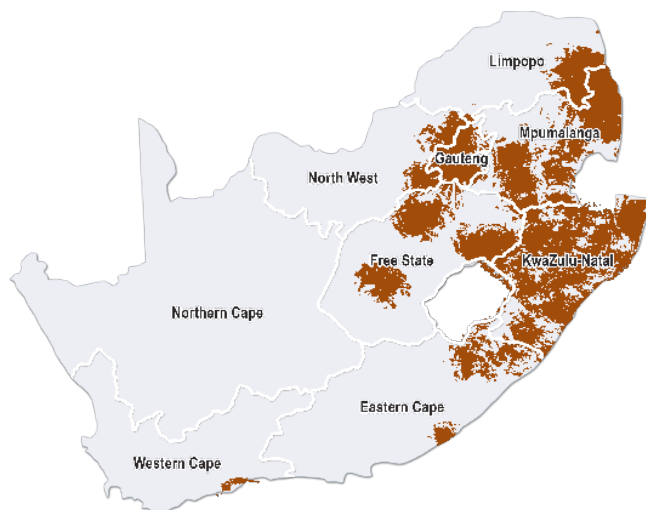
NETT RATES

TIMES		30" RATES
MON-FRI	OCT 2017 RATE	
00:00-03:00	210	
03:00-06:00	540	
06:00-09:00	1 170	
09:00-12:00	780	
12:00-15:00	840	
15:00-18:00	900	
18:00-21:00	780	
21:00-24:00	360	
SATURDAY		
00:00-03:00	270	
03:00-06:00	420	
06:00-09:00	600	
09:00-12:00	840	
12:00-15:00	900	
15:00-18:00	480	
18:00-21:00	480	
21:00-24:00	210	
SUNDAY		
00:00-03:00	300	
03:00-06:00	480	
06:00-09:00	600	
09:00-12:00	600	
12:00-15:00	720	
15:00-18:00	600	
18:00-21:00	960	
21:00-24:00	360	



UKHOZI FM

Ukhozi FM is the country's leading radio station. Based in Durban and broadcasting in isiZulu, it is one of the biggest stations in Africa with the priority of keeping its vibrant audience connected to their cultural identity in a modern world, in an inspirational and original way. Ukhozi FM is focused on edutainment and infotainment that will provide a source of upliftment, power, comfort, escapism and culture to its listeners.



NETT RATES

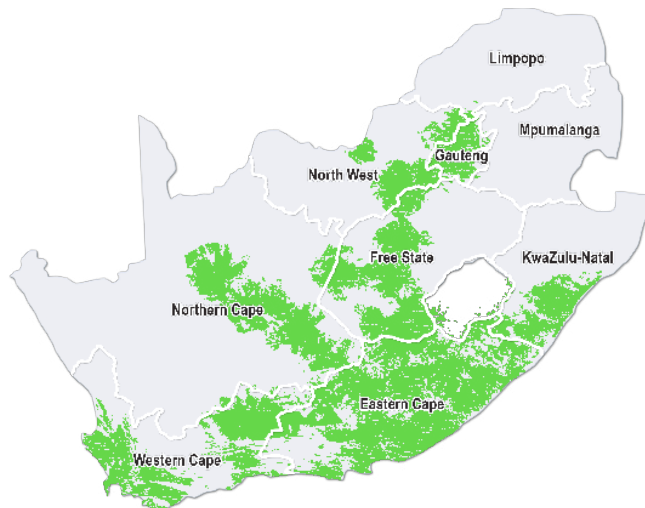
TIMES	30" RATES
MON-FRI	OCT 2017 RATE
00:00-04:00	840
04:00-06:00	6 510
06:00-09:00	15 240
09:00-12:00	10 110
12:00-15:00	8 310
15:00-18:00	13 080
18:00-19:00	7 410
19:00-21:00	7 110
21:00-24:00	1 170
SATURDAY	
00:00-04:00	780
04:00-06:00	3 450
06:00-09:00	7 860
09:00-13:00	8 760
13:00-15:00	5 310
15:00-18:00	5 010
18:00-22:00	2 250
22:00-24:00	1 050
SUNDAY	
00:00-04:00	780
04:00-06:00	1 770
06:00-08:00	5 610
08:00-11:00	5 610
11:00-14:00	3 450
14:00-18:00	4 410
18:00-21:00	2 250
21:00-24:00	600



UMHLOBO WENENE FM

Umhlobo Wenene FM enjoys a massive and loyal listenership among all people who understand and speak isiXhosa. Broadcasting from Port Elizabeth, it is the only African language station reaching eight provinces, including all of South Africa's major metropolises.

The station serves its listeners with honour, integrity and modern education whilst rooted in the Xhosa culture, customs and traditions. Umhlobo Wenene FM is geared towards engendering a culture of personal growth and development whilst continuously providing global entertainment.



NETT RATES

TIMES		30" RATES
MON-FRI		OCT 2017 RATE
00:00-03:00		480
03:00-06:00		3 690
06:00-09:00		9 210
09:00-12:00		5 610
12:00-13:00		4 410
13:00-15:00		4 410
15:00-18:00		5 910
18:00-22:00		4 170
22:00-24:00		1 050
SATURDAY		
01:00-05:00		660
05:00-07:00		2 130
07:00-09:00		4 170
09:00-10:00		4 410
10:00-13:00		4 170
13:00-15:00		3 930
15:00-18:00		3 210
18:00-21:00		1 290
21:00-01:00		780
SUNDAY		
01:00-05:00		420
05:00-09:00		3 930
09:00-11:00		3 210
11:00-13:00		2 250
13:00-15:00		2 490
15:00-18:00		2 730
18:00-21:00		1 170
21:00-01:00		420



X-K FM



X-K FM speaks to the San people of Platfontein in the Northern Cape. The station looks to preserve the !Xun and Khwe cultures and to uplift, develop and inform the communities. Whilst Afrikaans serves as the station's bridging language, the station broadcasts in !Xun, Khwe as well as English to bring the listeners relevant cultural matters, touching their everyday lives. Programming consists of talk and music, with a strong focus on the San culture.





NETT RATES

TIMES	30 th RATES
MON-FRI	OCT 2017 RATE
00:00-05:00	300
05:00-06:00	300
06:00-09:00	300
09:00-12:00	300
12:00-15:00	300
15:00-19:00	300
19:00-21:00	300
21:00-24:00	300
SATURDAY	
00:00-05:00	300
05:00-09:00	300
09:00-12:00	300
12:00-15:00	300
15:00-19:00	300
19:00-21:00	300
21:00-24:00	300
SUNDAY	
00:00-05:00	300
05:00-09:00	300
09:00-12:00	300
12:00-15:00	300
15:00-19:00	300
19:00-21:00	300
21:00-24:00	300



THE POWER BEHIND FORTUNE 4



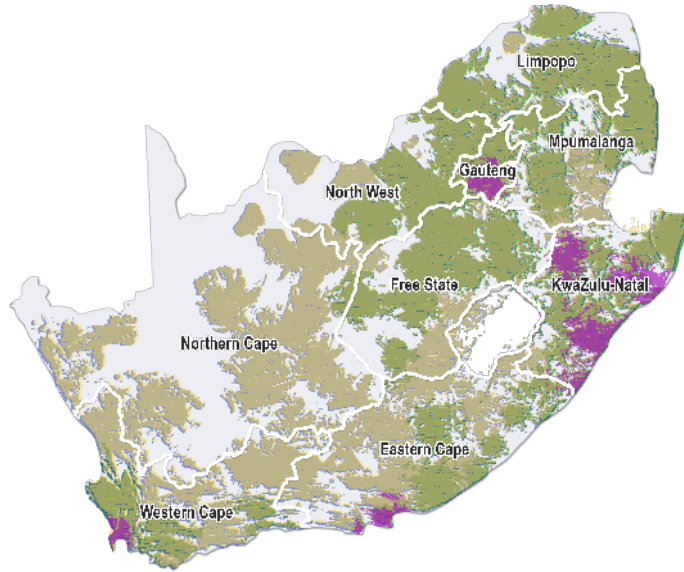
Offering news and information, lifestyle, drama, sport and an entertainment platform, Fortune 4 stations have a resonance within the South African business community. We are speaking to a mature, responsible and affluent audience with a positive perspective on life.

The four stations are unique in their heritage and are a part of a broader South African identity whose ambition is to inspire the spirit of South Africans and their experiences with inclusive radio that captivates listeners with its inquiring and stimulating nature.

It's consistent with the SABC's vision of broadcasting for total citizen empowerment and this includes effecting positive change and transformation in South Africa.



COVERAGE OF FORTUNE 4 STATIONS



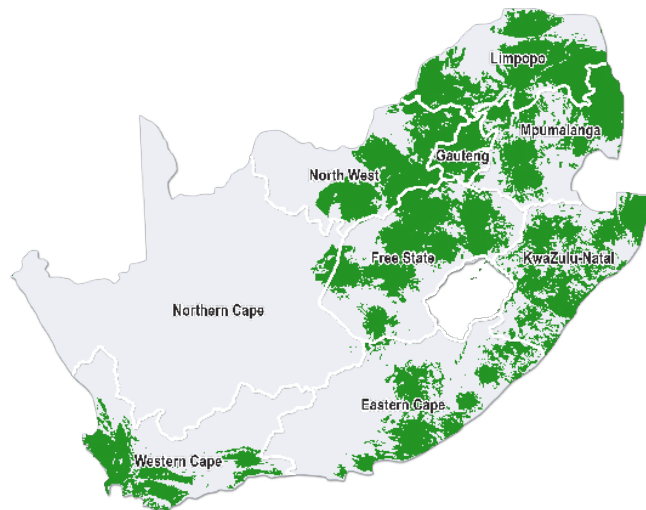
FORTUNE 4 National Coverage

- ▶ RSG
- ▶ SAfm
- ▶ Lotus FM
- ▶ Radio 2000

RADIO 2000

RADIO 2000

Radio 2000 reflects and unites South Africa's diverse cultures. It is a facility service station in the Public Broadcasting Stations' portfolio with the intent of strengthening democracy and nation building through key offerings of adult contemporary music from the 60s, 70s, 80s, 90s and current hits, lifestyle programming, sport and events of national importance. Radio 2000 provides content that is high quality and engages audiences in healthy discussions and/or debates on a wide range of subjects, empowering and uplifting to the citizens of South Africa.



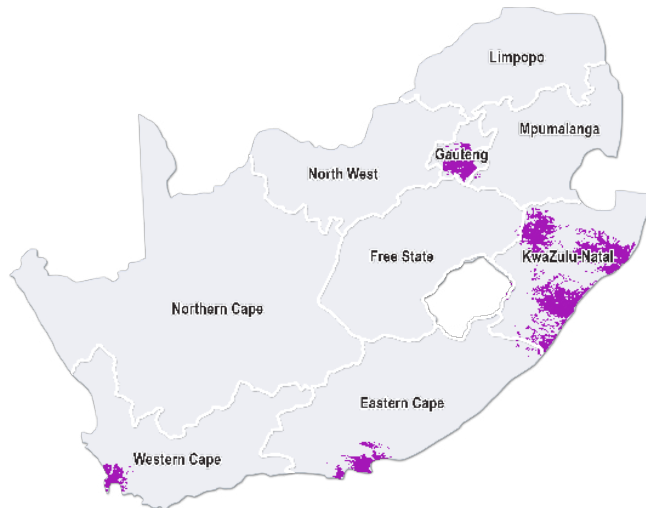
NETT RATES

TIMES	30" RATES
MON-FRI	
	OCT 2017 RATE
00:00-03:00	480
03:00-06:00	540
06:00-09:00	2 250
09:00-12:00	1 650
12:00-15:00	1 650
15:00-18:00	2 010
18:00-21:00	1 530
21:00-24:00	780
SATURDAY	
00:00-03:00	300
03:00-06:00	900
06:00-09:00	1 410
09:00-12:00	1 530
12:00-15:00	1 050
15:00-18:00	1 530
18:00-21:00	720
21:00-24:00	420
SUNDAY	
00:00-03:00	480
03:00-06:00	600
06:00-09:00	1 290
09:00-12:00	1 290
12:00-15:00	1 410
15:00-18:00	1 410
18:00-21:00	840
21:00-24:00	600



LOTUS FM

Lotus FM fulfils family values, cultural aspects, information and the entertainment needs of the South African Indian population from three religious groups and provides programming in six languages. The station has an increased appetite for quality talk, the latest news and the best in Eastern and Western music.



LOTUS FM - OCTOBER 2017



NETT RATES

TIMES	30" RATES
MON-FRI	OCT 2017 RATE
00:00-04:00	210
04:00-06:00	1 050
06:00-09:00	2 490
09:00-12:00	1 890
12:00-15:00	1 530
15:00-18:00	1 530
18:00-21:00	600
21:00-24:00	210
SATURDAY	
00:00-04:00	210
04:00-06:00	540
06:00-09:00	1 650
09:00-12:00	1 290
12:00-15:00	660
15:00-18:00	720
18:00-21:00	330
21:00-24:00	240
SUNDAY	
00:00-04:00	240
04:00-06:00	660
06:00-09:00	900
09:00-12:00	960
12:00-15:00	720
15:00-18:00	660
18:00-21:00	300
21:00-24:00	240

SPONSORSHIP RATES



AD TYPE	SABC RATES	MONEY WEB RATES	NOTES
07:35 MON-FRI			
Generic Ad	2 490	3 930	Preferred Spot
Live Read	3 930	4 410	Preferred Live Read Spot
Feature Sponsorship	4 710	6 510	3 - 5 Minutes Daily Features
11:40 MON-FRI			
Generic Ad	1 890	2 970	Preferred Spot
Live Read	2 970	3 450	Preferred Live Read Spot
Feature Sponsorship	3 450	5 010	3 - 5 Minutes Daily Features
14:05 MON-FRI			
Generic Ad	1 530	2 490	Preferred Spot
Live Read	2 490	2 730	Preferred Live Read Spot
Feature Sponsorship	2 970	3 930	3 - 5 Minutes Daily Features
16:35 MON-FRI			
Generic Ad	1 530	2 490	Preferred Spot
Live Read	2 490	2 730	Preferred Live Read Spot
Feature Sponsorship	2 970	3 930	3 - 5 Minutes Daily Features
17:35 MON-FRI			
Generic Ad	1 530	2 490	Preferred Spot
Live Read	2 490	2 730	Preferred Live Read Spot
Feature Sponsorship	2 970	3 930	3 - 5 Minutes Daily Features

MONEYWEB BUSINESS SHOWS WEEKDAYS, MONDAY - FRIDAY

DURATION	07:35	11:40	14:05	16:35	17:35
5 - 15 sec	2 948	2 228	1 868	1 868	1 868
20 sec	3 144	2 376	1 992	1 992	1 992
30 sec	3 930	2 970	2 490	2 490	2 490
35 sec	4 520	3 416	2 864	2 864	2 864
40 sec	5 109	3 861	3 237	3 237	3 237
45 sec	5 895	4 455	3 735	3 735	3 735
50 sec	6 485	4 901	4 109	4 109	4 109
55 sec	7 074	5 346	4 482	4 482	4 482
60 sec	7 860	5 940	4 980	4 980	4 980

Rates exclude VAT and Accredited Agency Commission. Moneyweb Rates are based on preferred rates
 SABC General Terms and Conditions, Cancellation Period and Deadlines apply
 Rates effective 1st October 2017

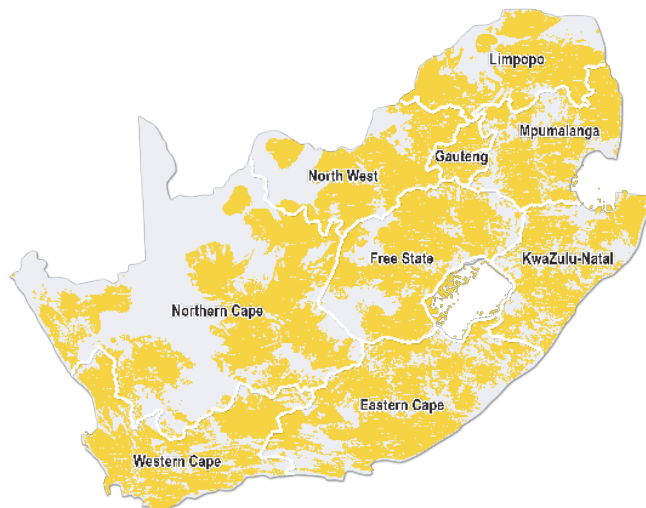


DIS DIE EEN

RSG



RSG is the all-in-one preferred Afrikaans radio station with dynamic full spectrum, relevant and current programming for everyone who speaks and understands Afrikaans. Being the biggest station in the country which broadcasts in authentic Afrikaans, the station appeals to a forward thinking audience who have a sense of belonging in the new South Africa. RSG has a loyal listener base throughout the country and attracts a wide and diverse audience.



RSG - OCTOBER 2017



DIS DIE EEN

NETT RATES

TIMES	30" RATES
MON-FRI	OCT 2017 RATE
00:00-04:00	
04:00-06:00	4 170
06:00-09:00	12 360
09:00-12:00	6 510
12:00-15:00	6 510
15:00-18:00	9 660
18:00-19:00	5 910
19:00-21:00	1 890
21:00-24:00	540
SATURDAY	
00:00-05:00	
05:00-06:00	1 650
06:00-07:00	4 710
07:00-10:00	5 610
10:00-13:00	5 610
13:00-18:00	3 690
18:00-21:00	840
21:00-24:00	480
SUNDAY	
00:00-05:00	
05:00-07:00	900
07:00-10:00	4 170
10:00-13:00	2 490
13:00-18:00	1 890
18:00-21:00	540
21:00-24:00	420

SPONSORSHIP RATES



AD TYPE	SABC RATES	MONEY WEB RATES	NOTES
11:30-12:00 TUES			
Generic Ad	6 510	10 110	Preferred Spot
Live Read	10 110	11 460	Preferred Live Read Spot
Feature Sponsorship	11 910	16 680	3 - 5 Minutes Tuesday Features
16:05 MON-FRI			
Generic Ad	9 660	14 520	Preferred Spot
Live Read	14 520	17 400	Preferred Live Read Spot
Feature Sponsorship	17 400	24 660	3 - 5 Minutes Daily Features
17:05 MON-FRI			
Generic Ad	9 660	14 520	Preferred Spot
Live Read	14 520	17 400	Preferred Live Read Spot
Feature Sponsorship	17 400	24 660	3 - 5 Minutes Daily Features
18:00-19:00 MON-FRI			
Generic Ad	5 910	9 210	Preferred Spot
Live Read	9 210	10 560	Preferred Live Read Spot
Feature Sponsorship	11 010	15 240	3 - 5 Minutes Daily Features

MONEYWEB BUSINESS SHOWS WEEKDAYS, TUESDAY* & MONDAY - FRIDAY

DURATION	11:30*	16:05	17:05	18:00
5 - 15 sec	7 583	10 890	10 890	6 908
20 sec	8 088	11 616	11 616	7 368
30 sec	10 110	14 520	14 520	9 210
35 sec	11 627	16 698	16 698	10 592
40 sec	13 143	18 876	18 876	11 973
45 sec	15 165	21 780	21 780	13 815
50 sec	16 682	23 958	23 958	15 197
55 sec	18 198	26 136	26 136	16 578
60 sec	20 220	29 040	29 040	18 420

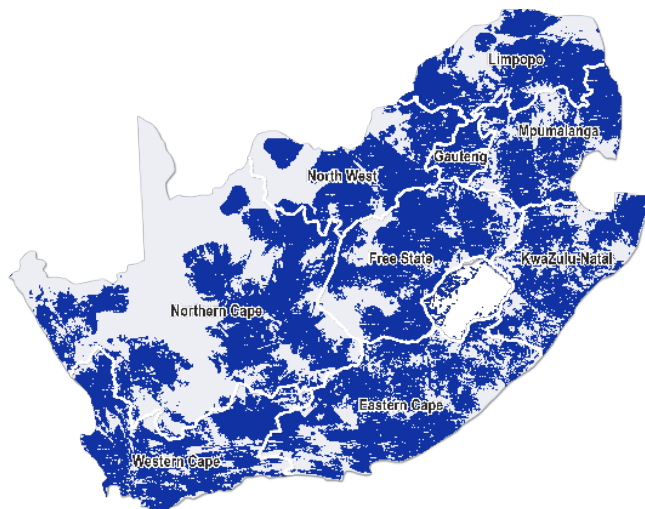
Rates exclude VAT and Accredited Agency Commission. Moneyweb Rates are based on preferred rates
SABC General Terms and Conditions, Cancellation Period and Deadlines apply
Rates effective 1st October 2017



SAfm

▼

SAfm is the one platform of expression where South Africans can challenge and redefine the status quo. The station serves influential South Africans by honouring the freedom to question, debate and reveal the social reality. SAfm delivers progressive news and information, whilst remaining true to the listener's lifestyle and entertainment needs. As a thought leader, SAfm is continually striving to enrich the lives of South Africans.



SAFM - OCTOBER 2017



NETT RATES

TIMES	30 th RATES
MON-FRI	OCT 2017 RATE
00:00-04:00	330
04:00-06:00	420
06:00-09:00	4 710
09:00-12:00	1 890
12:00-13:00	1 650
13:00-16:00	1 770
16:00-19:00	2 970
19:00-21:00	420
21:00-24:00	330
SATURDAY	
00:00-06:00	420
06:00-09:00	1 290
09:00-12:00	780
12:00-15:00	660
15:00-19:00	660
19:00-21:00	300
21:00-24:00	240
SUNDAY	
00:00-06:00	300
06:00-09:00	600
09:00-12:00	720
12:00-16:00	660
16:00-19:00	540
19:00-21:00	390
21:00-24:00	240

Moneyweb SPONSORSHIP RATES

AD TYPE	SABC RATES	MONEY WEB RATES	NOTES
18:00 - 18:30 MON-FRI			
Generic Ad	2 970	4 710	Preferred Spot
Live Read	4 710	5 310	Preferred Live Read Spot
Feature Sponsorship	5 610	7 860	3 - 5 Minutes Daily Features

MONEYWEB BUSINESS SHOWS WEEKDAYS, MONDAY - FRIDAY

DURATION	18:00
5 - 15 sec	3 533
20 sec	3 768
30 sec	4 710
35 sec	5 417
40 sec	6 123
45 sec	7 065
50 sec	7 772
55 sec	8 478
60 sec	9 420

Rates exclude VAT and Accredited Agency Commission. Moneyweb Rates are based on preferred rates
SABC General Terms and Conditions, Cancellation Period and Deadlines apply
Rates effective 1st October 2017



COMBOS & PACKAGES



We offer these combos and packages to give clients the opportunity to reach bigger and wider audiences at competitive rates. Clients can choose the stations and time slots according to their specific objectives.



COMBO RATES - OCTOBER 2017



TIMES	30" RATES
MON-FRI	OCT 2017 RATE
00:00-03:00	540
03:00-06:00	1 410
06:00-09:00	4 170
09:00-12:00	2 970
12:00-15:00	2 010
15:00-18:00	3 210
18:00-21:00	2 130
21:00-24:00	900
SATURDAY	
00:00-03:00	480
03:00-06:00	840
06:00-09:00	2 250
09:00-12:00	1 890
12:00-15:00	1 410
15:00-18:00	1 530
18:00-21:00	1 170
21:00-24:00	540
SUNDAY	
00:00-03:00	540
03:00-06:00	840
06:00-09:00	2 130
09:00-12:00	1 530
12:00-15:00	1 170
15:00-18:00	1 410
18:00-21:00	900
21:00-24:00	480

TIMES	30" RATES
MON-FRI	OCT 2017 RATE
00:00-03:00	780
03:00-06:00	3 450
06:00-09:00	8 760
09:00-12:00	5 010
12:00-15:00	4 410
15:00-18:00	6 210
18:00-21:00	4 410
21:00-24:00	1 530
SATURDAY	
00:00-03:00	780
03:00-06:00	2 250
06:00-09:00	4 410
09:00-12:00	4 410
12:00-15:00	3 210
15:00-18:00	3 690
18:00-21:00	2 130
21:00-24:00	900
SUNDAY	
00:00-03:00	900
03:00-06:00	1 770
06:00-09:00	4 410
09:00-12:00	3 930
12:00-15:00	2 970
15:00-18:00	3 210
18:00-21:00	1 890
21:00-24:00	900

ALL CLIENT WEEKEND



OBJECTIVES

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 @07:00 on Sat morning with an introductory live-read from the DJ; and will conclude @ 20:00 on Sunday with a rounding-off live read.

(Excluding RSG and SAfm current affairs)

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

STATION

OCTOBER 2017- MARCH 2018

VALUE

INVESTMENT

MG5	5FM	92 490	60 119
	METRO FM	206 115	133 975
	Good Hope FM	27 960	18 174
	Total	326 565	212 267

FORTUNE 4	SAfm	23 610	15 347
	RSG	97 605	63 443
	Radio 2000	41 415	26 920
	Lotus FM	27 570	17 921
	Total	190 200	123 630

ALS	Ukhozi FM	169 875	110 419
	Umhlobo Wenene FM	114 390	74 354
	Thobela FM	65 930	45 455
	Lesedi FM	103 560	67 314
	Motsweding FM	74 400	48 360
	Ligwalagwala FM	33 735	21 928
	Phalaphala FM	26 085	16 955
	Munghana Lonene FM	53 640	34 866
	Ikwewezi FM	23 730	15 425
	TruFM	23 640	15 366
	Total	692 985	450 440

STANDARD SPONSORSHIP PACKAGES OCTOBER 2017: DRIVE TIME



STATION	PACKAGE (CHOOSE ONE OF THE FEATURES BELOW)	TIME SLOT	30' RATE	INSERTIONS PER WEEK	VALUE	SAVINGS	INVESTMENT	
MG5	Good Hope FM	News Spot	06:00 - 09:00	5 700	10	51 300	20 520	30 780
	METRO FM	Traffic	AND	40 740	10	366 660	146 664	219 996
	5FM	Weather Economics	15:00 - 18:00	25 620	10	230 580	92 232	138 348
Fortune 4	RSG	News Spot	06:00 - 09:00	22 020	10	198 180	79 272	118 908
	SAfm	Traffic	AND	7 680	10	69 120	27 648	41 472
	Lotus FM*	Weather	15:00 - 18:00	4 020	10	36 180	14 472	21 708
	Radio 2000* * No Economics	Economics		4 260	10	38 340	15 336	23 004
ALS	Ikwewezi FM	News Spot	06:00 - 09:00	3 900	10	35 100	14 040	21 060
	Ligwalagwala FM	Traffic	AND	4 500	10	40 500	16 200	24 300
	TruFM	Weather	15:00 - 18:00	2 070	10	18 630	7 452	11 178
	Lesedi FM	News Spot	06:00 - 09:00	15 870	10	142 830	57 132	85 698
	Motsweding FM	Traffic	AND	12 120	10	109 080	43 632	65 448
	Munghana Lonene FM	Weather Economics	15:00 - 18:00	3 900	10	35 100	14 040	21 060
	Ukhozi FM	News Spot	06:00 - 09:00	28 320	10	254 880	101 952	152 928
	Thobela FM	Traffic	AND	10 140	10	91 260	36 504	54 756
	Phalaphala FM		15:00 - 18:00	3 180	10	28 620	11 448	17 172
	Umhlobo Wenene FM			15 120	10	136 080	54 432	81 648
	Ukhozi FM	Weather	06:00 - 09:00	15 240	5	137 160	54 864	82 296
	Munghana Lonene FM			2 130	5	19 170	7 668	11 502
	Motsweding FM			7 410	5	66 690	26 676	40 014
	Umhlobo Wenene FM			9 210	5	82 890	33 156	49 734
	Lesedi FM	Weather	15:00 - 18:00	2 250	5	20 250	8 100	12 150
	Thobela FM	Economics	06:00 - 09:00	3 930	5	35 370	14 148	21 222
	Phalaphala FM	Economics	15:00 - 18:00	1 170	5	10 530	4 212	6 318

*Rates are applicable to a feature i.e. news or traffic or sport or economic or weather etc. Each feature includes (OBB/CBB & 30 "recorded generic).

Commercial content per station per broadcast and terms and conditions (on page 95)

STANDARD PACKAGES OCTOBER 2017: LUNCHTIME



	STATION @13:00 Mon-Fri	*30" RATE	INSERTIONS PER WEEK	VALUE	SAVINGS	INVESTMENT
MG5	5FM	4 410	5	39 690	15 876	23 814
	Good Hope FM	2 490	5	22 410	8 964	13 446
	METRO FM	10 110	5	90 990	36 396	54 594
FORTUNE 4	RSG	6 510	5	58 590	23 436	35 154
	SAfm	1 770	5	15 930	6 372	9 558
	Lotus FM	1 530	5	13 770	5 508	8 262
	Radio 2000	1 650	5	14 850	5 940	8 910
ALS	Thobela FM	3 210	5	28 890	11 556	17 334
	Phalaphala FM	1 170	5	10 530	4 212	6 318
	Munghana Lonene FM	1 050	5	9 450	3 780	5 670
	Ikwewezi FM	1 170	5	10 530	4 212	6 318
	Ligwalagwala FM	1 050	5	9 450	3 780	5 670
	Lesedi FM	4 170	5	42 390	16 956	25 434
	Motsweding FM	4 170	5	37 530	15 012	22 518
	Umhlobo Wenene FM	4 410	5	39 690	15 876	23 814
	TruFM	840	5	7 560	3 024	4 536
	Ukhozi FM	8 310	5	74 790	29 916	44 874

*Rates are applicable to a feature i.e. news or traffic or sport or economic or weather etc. Each feature includes (OBB/CBB & 30 "recorded generic).
Commercial content per station per broadcast and terms and conditions (on page 95)

GOSPEL SPONSORSHIP



STATION	BROADCAST TIME	DURATION	DAY	COMMERCIAL CONTENT	COST BROADCAST	VALUE 13 WEEKS	INVESTMENT LESS 45%
Ukhozi FM	08:30 - 11:30	3hrs	Sun	6x30" & 6x10	R75 735	R984 555	R541 505
Umhlobo Wenene FM	05:00 - 09:00	4hrs	Sun	8x30" & 8x10	R70 740	R919 620	R505 791
Umhlobo Wenene FM	09:00 - 11:00	2hrs	Sun	4x30" & 4x10	R28 890	R375 570	R206 564
Lesedi FM	11:00 - 12:00	1hrs	Sun	2x30" & 2x10	R26 595	R345 735	R190 154
Thobela FM	08:00 - 11:00	3hrs	Sun	6x30" & 6x10	R36 855	R479 115	R263 513
Motsweding FM	03:00 - 06:00	3hrs	Sun	6x30" & 6x10	R10 530	R136 890	R75 290
Motsweding FM	07:00 - 10:00	3hrs	Sun	6x30" & 6x10	R30 375	R394 875	R217 181
Ikwewezi FM	19:00 - 21:00	2hrs	Sun	4x30" & 4x10	R3 240	R42 120	R23 166
Ligwalagwala FM	07:00 - 09:00	2hrs	Sun	4x30" & 4x10	R12 690	R164 970	R90 734
Munghana Lonene FM	06:30 - 09:00	2.5hrs	Sun	6x30" & 6x10	R14 175	R184 275	R101 351
Phalaphala FM	06:00 - 10:00	4hrs	Sun	8x30" & 8x10	R16 200	R210 600	R115 830
Trufm	06:00 - 09:00	3hrs	Sun	6x30" & 6x10	R8 100	R105 300	R57 915
Metro FM	06:00 - 09:00	3hrs	Sun	6x30" & 6x10	R59 535	R773 955	R425 675
RSG	08:10 - 09:00	50 min	Sun	2x30" & 2x10	R25 245	R328 185	R180 502
Lotus FM	19:00 - 20:00	1hrs	Sun	2x30" & 2x10	R1 485	R19 305	R10 618
SAFM	18:00 - 20:00	2hrs	Sun	4x30" & 4x10	R5 940	R77 220	R42 471

CHORAL SPONSORSHIP



STATION	BROADCAST TIME	DURATION	DAY	COMMERCIAL CONTENT	COST BROADCAST	VALUE 13 WEEKS	INVESTMENT LESS 45%
Ukhozi FM	21:00 - 22:00	1hrs	Sun	2x30" & 2x10	R10 125	R131 625	R72 394
Umhlobo Wenene FM	13:00 - 15:00	2hrs	Sun	4x30" & 4x10	R22 410	R291 330	R160 232
Lesedi FM	18:00 - 20:00	2hrs	Sun	4x30" & 4x10	R9 450	R122 570	R67 568
Thobela FM	19:00 - 20:00	1hrs	Sun	2x30" & 2x10	R6 345	R82 485	R45 367
Motsweding FM	06:00 - 07:00	1hrs	Sun	2x30" & 2x10	R10 125	R131 625	R72 394
Motsweding FM	14:00 - 15:00	1hrs	Sun	2x30" & 2x10	R8 505	R110 565	R60 811
Motsweding FM	21:00 - 22:00	1hrs	Sun	2x30" & 2x10	R1 350	R17 550	R9 653
Ikwewezi FM	19:00 - 20:00	1hrs	Sun	2x30" & 2x10	R3 240	R42 120	R23 166
Ligwalagwala FM	21:00 - 22:00	1hrs	Sun	2x30" & 2x10	R1 080	R164 970	R7 722
Phalaphala FM	12:00 - 13:00	1hrs	Sun	2x30" & 2x10	R2 970	R184 275	R21 236
SAFM							

*All sponsorships include OBB and CBB

To qualify for the 45% discount, buy a minimum of 13 weeks sponsorship.

30" spots...10" stings

JAZZ SPONSORSHIP

STATION	BROADCAST TIME	DURATION	DAY	COMMERCIAL CONTENT	COST BROADCAST	VALUE 13 WEEKS	INVESTMENT LESS 45%
Ukhozi FM	18:00 - 20:00	2hrs	Sun	4x30" & 4x10	R10 530	R136 890	R75 290
Umhlobo Wenene FM	22:00 - 24:00	2hrs	Sun	4x30" & 4x10	R3 780	R49 140	R27 027
Lesedi FM	12:00 - 15:00	3hrs	Sun	6x30" & 6x10	R28 755	R373 815	R206 598
Thobela FM	13:00 - 15:00	2hrs	Sun	4x30" & 4x10	R14 850	R193 050	R106 178
Motsweding FM	19:00 - 21:00	2hrs	Sun	4x30" & 4x10	R9 450	R122 850	R67 568
Munghana Lonene FM	19:00 - 20:00	1hrs	Sun	2x30" & 2x10	R2 430	R31 590	R17 375
Phalaphala FM	13:00 - 14:30	1.5hrs	Sun	3x30" & 2x10	R7 020	R91 260	R50 193
Metro FM	20:00 - 22:00	2hrs	Sun	4x30" & 4x10	R24 570	R319 410	R175 676
SAFM	22:00 - 24:00	2hrs	Fri	4x30" & 4x10	R2 970	R38 610	R21 236
SAFM	21:00 - 24:00	3hrs	Sat	6x30" & 6x10	R3 240	R42 120	R23 166
R2000	21:00 - 24:00	3hrs	Sun	6x30" & 6x10	R8 100	R105 300	R57 915

CHART SHOWS SPONSORSHIP

STATION	BROADCAST TIME	DURATION	DAY	COMMERCIAL CONTENT	COST BROADCAST	VALUE 13 WEEKS	INVESTMENT LESS 45%
Ukhozi FM	12:30 - 15:00	3hrs	Sat	6x30" & 6x10	R71 685	R931 905	R512 548
Umhlobo Wenene FM	13:00 - 15:00	2hrs	Sat	2x30" & 2x10	R35 370	R459 810	R252 896
Lesedi FM	09:00 - 12:00	3hrs	Sat	6x30" & 6x10	R56 295	R731 835	R402 509
Thobela FM	09:30 - 11:00	1.5hrs	Sat	2x30" & 2x10	R24 570	R319 410	R175 676
Motsweding FM	10:00 - 13:00	3hrs	Sat	6x30" & 6x10	R43 335	R563 355	R309 845
Ikwekwezi FM	10:00 - 11:00	1hrs	Sat	4x30" & 4x10	R3 240	R42 120	R23 166
Ligwalagwala FM	12:00 - 14:30	2.5hrs	Sat	4x30" & 4x10	R12 150	R157 950	R86 873
Munghana Lonene FM	07:00 - 08:00	1hrs	Sat	6x30" & 6x10	R6 885	R89 505	R49 228
Phalaphala FM	07:00 - 09:00	2hrs	Sat	4x30" & 4x10	R11 610	R150 930	R83 012
Trufm FM	10:30 - 13:00	3hrs	Sat	6x30" & 6x10	R11 340	R147 420	R81 081
Metro FM	09:00 - 12:00	3hrs	Sat	6x30" & 6x10	R154 710	R2 011 230	R1 106 177
Good Hope FM	09:00 - 12:00	3hrs	Sat	6x30" & 6x10	R28 755	R373 815	R205 598
5 FM	10:00 - 14:00	4hrs	Sat	8x30" & 8x10	R100 980	R1 312 740	R722 007
5 FM	10:00 - 14:00	4hrs	Sun	8x30" & 8x10	R66 420	R863 460	R474 903
Radio 2000	12:00 - 15:00	3hrs	Sat	6x30" & 6x10	R14 175	R184 275	R101 351
Lotus FM	14:00 - 17:00	3hrs	Sat	6x30" & 6x10	R9 720	R126 360	R69 498

* All sponsorships include OBB and CBB
To qualify for the 45% discount, buy a minimum of 13 weeks sponsorship.

30" spots...10" stings

DRAMA SPONSORSHIP

STATION	BROADCAST TIME	DURATION	DAY	COMMERCIAL CONTENT	COST BROADCAST	COST 5 DAY BROADCAST	VALUE 13 WEEKS	INVESTMENT LESS 45%
Ukhozi FM	19:40 - 20:00	20 min	Mon - Thu	1x30" & 2x10	R21 330	R85 320	R1 109 160	R610 038
Umhlobo Wenene FM	21:40 - 21:55	15 min	Mon - Fri	1x30"	R6 255	R31 275	R406 575	R223 616
Lesedi FM	14:45 - 15:00	15 min	Mon - Fri	1x30"	R7 965	R39 825	R517 725	R284 749
Thobela FM	19:45 - 20:00	15 min	Mon - Fri	1x30"	R4 815	R24 075	R312 975	R172 136
Motsweding FM	05:25 - 05:35	10 min	Mon - Fri	1x30"	R2 295	R11 475	R149 175	R82 046
Motsweding FM	16:40 - 16:50	10 min	Mon - Fri	1x30"	R7 065	R35 325	R459 225	R252 574
Ikwewezi FM	19:30 - 19:40	10 min	Mon - Fri	1x30"	R1 755	R8 775	R114 075	R62 741
Ligwalagwala FM	19:05 - 19:20	15 min	Mon - Fri	1x30"	R2 115	R10 575	R137 475	R75 611
Munghana Lonene FM	20:05 - 20:15	10 min	Mon - Fri	1x30"	R1 9356	R9 675	R125 775	R69 176
Phalaphala FM	20:05 - 20:20	15 min	Mon - Fri	1x30"	R1 260	R6 300	R81 900	R45 045
SAFM	20:05 - 20:20	15 min	Mon - Fri	1x30"	R2 655	R13 275	R172 575	R94 916
Lotus fm	09:45 - 10:00	15 min	Mon - Fri	1x30"	R2 835	R14 175	R184 275	R101 351

FUNERAL NOTICES SPONSORSHIP

STATION	BROADCAST TIME	DURATION	DAY	COMMERCIAL CONTENT	COST BROADCAST	COST 5 DAY BROADCAST	VALUE 13 WEEKS	INVESTMENT LESS 45%
Ukhozi FM	22:10 - 22:30	20 min	Wed - Thu	1x30" & 2x10	R3 744	R7 488	R97 344	R53 539
Umhlobo Wenene FM	21:30 - 21:40	10 min	Mon - Thu	1x30"	R6 672	R26 688	R346 944	R190 819
Thobela FM	21:00 - 21:30	30 min	Mon - Fri	1x30" & 2x10	R3 360	R16 800	R218 400	R120 120
Motsweding FM	05:35 - 05:45	10 min	Mon - Thu	1x30"	R2 448	R9 792	R127 296	R70 013
Motsweding FM	11:50 - 12:00	10 min	Mon - Thu	1x30"	R8 496	R33 984	R441 792	R242 986
Motsweding FM	20:10 - 20:20	10 min	Mon - Thu	1x30"	R3 600	R14 400	R187 200	R102 960
Ikwewezi FM	20:05 - 20:30	25 min	Mon - Fri	1x30"	R3 744	R18 720	R243 360	R133 848
Ligwalagwala FM	05:10 - 15:25	15 min	Tue - Fri	1x30"	R1 680	R6 720	R87 360	R48 048
Munghana Lonene FM	20:30 - 21:00	30 min	Mon - Fri	1x30" & 2x10	R4 128	R20 640	R268 320	R147 576
Phalaphala FM	21:00 - 21:45	45 min	Mon - Fri	1x30" & 2x10	R2 016	R10 080	R131 040	R72 072
Lesedi FM	20:00 - 20:15	15 min	Mon - Fri	1x30"	R5 136	R25 680	R183 612	R183 612

* All sponsorships include OBB and CBB

To qualify for the 45% discount, buy a minimum of 13 weeks sponsorship.

30" spots...10" stings

GENERAL TERMS AND CONDITIONS



1. 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.
2. Rates exclude Value Added Tax (VAT) (as amended by the Taxation Laws Amendment Act 5 of 2001). Vat will be charged on all invoices issued by the SABC and will be payable to the 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 within TWENTY days of date of invoice. Failure by the Agency or Advertiser to lodge the rebate claim within the prescribed period will render any such claim null and void.
5. Commitment Contracts must be completed in writing and signed by both the SABC and the Agency/ Advertiser.
6. No orders or amended orders will be executed without a signed acknowledgement by both parties that they are in agreement with rates and / or adjustments. This applies to ALL contracts and agreements signed off with the SABC.
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. With effect from 1 April 2017 Agency Commission falls away. SABC Rates as stated herein are non- commission bearing (excludes agency commission/ settlement discount) and applicable for services rendered from 1 April 2017.
11. 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.
12. No rates will be held on any bookings and the prevailing rate card will always apply.
13. 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.
14. 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 an alternative date.
15. 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.
16. 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.
17. 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.
18. 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 on as for advertisements.
19. Post-broadcast requests to amend campaigns/ products/ advertiser will not be accommodated.
20. 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.
21. The advertiser shall not be entitled to cede any of its rights in terms of this agreement to third parties.
22. Errors & 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 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 day deadline had passed. .
3. Material may be submitted in any one of the following formats: CD (wave or audio) or email (mp2).

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

GENERAL TERMS AND CONDITIONS CONTINUED



Loading/Surcharges

Type	Detailed Description	Surcharge	Calculated as follows/basis
Live Read	An advertisement read live by the on-air presenter	50%	Rate card rate + 50%
Special Break Position (SBP) and/or Preferred Spot	Ad placed in a specific break and not specific position	25%	Rate card rate + 25%
Specific Position In Break (SPIB)	Ad placed in Specific Position in Break but break not specified	25%	Rate card rate + 25%
Specific Ad Position within a Specified Ad Break (SAPSAB)	Ad placed in Specific Position and in Specified Break	50%	Rate card rate + 50%
Exclusivity in break and/or Solus break	1 Break 1 Advertiser 1 Ad	100%	Rate card rate + 100%

Compensation

- Compensations may be granted from time to time. Such compensation will be agreed and finalized in a separate agreement. Compensation can be only spot for spot, or value, calculated as at the same time channel/ slot utilized for rebooking.
- Compensation must be utilized within a period of three (3) months from the date the agreement is signed, failing which value granted will be deemed to be forfeited by the client.
- Advertiser will either qualify for a credit note or compensation but not both.

RECORDED ADVERTISING AND LIVE READ POLICY



Generic Ads

- 60" is the maximum permissible duration for all generic advertisements. Any commercial longer than sixty (60) seconds must be cleared by the 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 accepted on X-K FM.
- Both English and IsiXhosa ads are accepted on Tru FM.
- All ads containing other languages must be approved by the relevant 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 of "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 scripts will not be read on air without the signature of the 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.

RECORDED ADVERTISING AND LIVE READ POLICY CONTINUED



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

1. 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.
3. 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 presenter. Contact your SABC Radio Sales representative for the costings and T's & C's of Power Spots.

Paid for Interviews

1. Interviews are treated as created features and are costed as such. Stringent qualification 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. No SABC Radio Stations accept requests for paid interviews within current affairs shows
3. 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 Programme Manager or the duly appointed nominee.
5. All paid for interviews will get two presenter mentions prior to the interview taking place.

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. THE APPLICANT shall be liable for and shall pay all costs, charges and expenses necessary and reasonably incurred by SABC in connection therewith, or otherwise in addition to all sums of money whether for damages, costs, charges,

expenses or otherwise which SABC may be ordered to pay to the said plaintiff in the said actions on the advice of its legal representatives and counsel. THE APPLICANT shall further not be entitled to cede any of its rights in terms of this agreement to any third parties.

Proof of Claims

A certificate signed by a manager or any director of SABC reflecting the amount owing by THE APPLICANT to SABC, in respect of the credit facilities granted to THE APPLICANT relating to THE APPLICANT'S dealings with SABC, and of the fact that such amount is due, owing and unpaid shall be prima facie (face value) proof of the effects therein stated for the purpose of any action (whether by way of provisional sentence or otherwise), proof of debtor insolvency or for any purpose whatsoever where the amount of such claims is required to be established, and it shall rest with THE APPLICANT to prove that such amount is not owing and/or due and unpaid.

Consent to Jurisdiction

Notwithstanding the amount which may at any time be owing by THE APPLICANT to SABC, the parties do hereby consent, in terms of Section 45 of the Magistrates Court Act (No 32 of 1944 as amended), to the Jurisdiction of the Magistrate's Court for the determination of any action or proceeding which may be brought by SABC against THE APPLICANT arising out of any transaction between the parties. SABC shall be entitled, but not obliged, to bring any action or proceeding in the said court, notwithstanding that the value of the claimable amount exceeds the jurisdiction of the Court.



PACKAGES: TERMS AND CONDITIONS

- 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 – October 2017.
- All costs quoted are exclusive of both VAT and Agency Commission.