

RATE CARD 2021

WEEK DAYS

BREAKFAST 6am - 10am	MORNING 10pm - 1pm	AFTERNOON 1pm - 4pm	DRIVE 4pm - 8pm	EVENING 8pm - 12mn	MID-DAWN 12mn - 6am	BMAD 6am - 8pm
550 AED	300 AED	300 AED	550 AED	300 AED	150 AED	450 AED

WEEKEND

BREAKFAST 6am - 10am	MORNING 10pm - 1pm	AFTERNOON 1pm - 4pm	EVENING 4pm - 12mn	MID-DAWN 12mn - 6am	BMAD 12mn - 6am	ROS 6am - 12mn
150 AED	200 AED	250 AED	300 AED	150 AED	250 AED	175 AED

RATE PERCENTAGE FOR COMMERCIAL LENGTH VARIATIONS

LENGTH IN SECONDS	10"	15"	30"	45"	60"
Rate % of 30 Seconds	50	70	100	150	200

COMMERCIAL RADIO SPOT LOADING

Rate % of position loading	50	Loading will be applied for position fixing - first & last in ad break
Rate % of time loading	50	Loading will be applied for time band fixing - one hour or less
Rate % of top of hour news link	100	Loading will be applied for top of the hour (before the news)
Rate % of live match loading	50	Loading will be applied for spots running during live matches

NETWORK PRODUCTION

SPOT DURATION	1 VO with SFX	2 VO with SFX
Up to 30 Seconds	1500	2500
Up to 45 Seconds	2000	3000
Up to 60 Seconds	3000	4000

BLACKOUT DATES WILL APPLY WHEN LIVE MATCH COMMENTARY ARE ON AIR



All prices are net basis and exclude VAT. Cancellation of any ad spot campaign up to 48 hours prior to broadcast will result in %50 penalty of the total cost of the campaign. Scripting and audio production timelines is 48 hours from the receipt of complete brief. talk100.3 retains the right to refuse any material deemed not of international broadcast standard or in accordance with the UAE broadcasting laws. talk 100.3 retains the right to cancel or change the format of any show or feature.

