



28 Valley Road, P.O Box 42254 - 00100 Nairobi, Kenya

T: +254 20 2730 986/9 | M: +254 727 766 932

E-mail: marketing@hopefm.org | www.hopefm.org

COMMERCIAL RATES

93.3 FM NAIROBI | 93.9 FM WESTERN & R.VALLEY | 101.9 FM COAST

PROPERTY	DESCRIPTION	DURATION	COST (KShs)
Commercial ads		15 secs	9,300
		30 secs	16,000
		45 secs	23,000
		60 secs	29,000
Classifieds	Maximum of 60 words 3 runs	5 days (Minimum)	7,000 per day
Presenter mention	A single mention done by a presenter	60 sec	12,500 per mention
Activation/ Promotion	Minimum 1 week	5 minutes	33,000 per activation
Infomercial	Per single run	1 - 2 minutes	51,000
Features	2 runs of 4 minutes each	2 runs of 4 minutes each	165,000 per day
Media property Sponsorship	A fixed property at a given time of day Monday - Friday	Minimum 1 month	550,000 per month
Program sponsorship	On weekly shows	Minimum 1 month	550,000 per month
Commercial programs	Introducing a whole new slot for commercial purpose	15 minutes	180,000
		30 minutes	54,000
Sermons	Sundays - Monthly contract	25 minutes	20,000
		30 minutes	80,000
Interviews	Activate / Route 104 / Profile	1 hour	95,000
		30 minutes	40,000
	Shangilia / Breath of Heaven / spotlight	1 hour	75,000
		30 minutes	40,000
Production	Production of commercials, features, infomercials. The cost include scripting, voice overs, sound effects, music beds and 2 CDS.		40,000
Studio Hire		1 hour	5,000
Book Review	Activate / Route	1 hour	20,000
	Shangilia / Breath of heaven	1 hour	15,000
Album Launch	5 mentions, 5 days of classifieds or 5 drops at subsidised rates	5 days	20,000



- 1- All rates are exclusive of VAT and **Agency Commission**
- 2- Classified Ads can only be booked in a block
- 3- Cost exclusive of production fees.

- 4- Ksh. 30,000 for productions that will air on Hope FM - All Ads that will run on other stations will be charged 50% extra
- 5- Ksh 4,000 for every additional hour for studio hire



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WEBSITE RATES

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ITEM	DURATION	COST (KShs)
Billboard 3×8 vertical full colour	28 days	80,000
Banner 3×3 vertical full colour	28days	40,000
Bottom strip 1×5 horizontal full color	28 days	30,000
Skyscraper	28 days	40,000
Inside web page	28 days	60,000
Button 120×60 pixels	28 days	20,000
Banners 120×200 pixels	28 days	80,000



Terms and Conditions Apply