

MARINA FM 90.4

COMMERCIAL POLICY

2019

مارينا
Marina
FM 90.4



Prepared by:

MarinaFM

Rate Card 2018



Commercial Terms :

- Booking and Material Deadline : 2 Working Days.
- Cancellation Deadline : 5 Working Days.
- Payment Terms : 100% Prepaid



Nagham Al Sabah

The Morning Show



Broadcast Time : Sunday - Thursday / 6:30 am - 9:30 am
Duration : 3 hours
Announcers : Talal Malik, Nouf AL Sultan

This 3 hours long morning show has changed the game in the region for all other competitors to follow, with its fast tempo and fun interaction with listeners from various countries. Talal Malik & Nouf Al Sultan kick-start the morning at 6:30am with tons of daily segments that entertain listeners on the way to school, work or even those at home.



Co-Sponsorship Package

Benefits :

- 70 promotions during the week announcing "Sponsored by...."
- 3 spots / hour .
- Break In and Break Out Bumpers.
- Top of hour mention.
- End of hour mention.

Weekly

1 Hr. KWD 2,500
2 Hrs.KWD 4,500
3 Hrs.KWD 6,750

Monthly

1 Hr. KWD 9,000
2 Hrs.KWD 16,000
3 Hrs.KWD 23,500

*** Exclusivity Doubles the Price.**

Al Saeqa

The Game Show



Game shows are represented by Al Saeqa with Alaa Al Hindi at 10:30am, the show's format plays on the usage of different words for Yes or No, and the participants have to keep up with the chosen words during a very short period of time. Alaa's character plays a huge part in creating a fun-filled content on air for 1 hour.



Co-Sponsorship Package

Benefits :

- 70 promotions during the week announcing "Sponsored by...."
- 3 spots / hour .
- Break In and Break Out Bumpers.
- Top of hour mention.
- End of hour mention.

Weekly

1 Hr. KWD 1,500

Monthly

1 Hr. KWD 5,000

Broadcast Time : Sunday - Thursday / 10:30 am – 11:30 am
Duration : 1 hour
Announcers : Alaa Al Hindi

*** Exclusivity Doubles the Price.**

Diwaniya

The Afternoon Show



After the midday, Diwaniyah show starts at 1:00pm for 2 hours, hosted by Mic Embalta, Ali Khajah and Khalid Bin Hussain, where they discuss trending topics and discuss issues that concern the public. The show has many guests throughout the week and it sheds the light on national achievers and artists from different fields. The daily topic plays a huge part of the show, interacting with listeners and co-hosts.



Co-Sponsorship Package

Benefits :

- 70 promotions during the week announcing “Sponsored by....”
- 3 spots / hour .
- Break In and Break Out Bumpers.
- Top of hour mention.
- End of hour mention.

Broadcast Time : Sunday - Thursday / 1:00 pm – 3:00 pm
Duration : 2 hours
Announcers : Mic Mebalte3 , Ali Khaja, Khalid Bin Hussain

Weekly

1 Hr.	KWD 2,500
2 Hrs.	KWD 4,500

Monthly

1 Hr.	KWD 9,000
2 Hrs.	KWD 16,000

*** Exclusivity Doubles the Price.**

Sa3at Twitter

Twitter Hour



At 4:00pm, Twitter takes over, where listeners tweet out their requests to Marina FM Twitter account (@MarinaFM) and the schedule gets filled up with 1 hour of songs completely picked by the listeners.



Co-Sponsorship Package

Benefits :

- 70 promotions during the week announcing “Sponsored by....”
- 3 spots / hour .
- Break In and Break Out Bumpers.
- Top of hour mention.
- End of hour mention.

Weekly

KWD 1,000

Monthly

KWD 3,000

Broadcast Time : . Sunday – Thursday / 4:00 pm – 5:00 pm
Duration : 1 hour

*** Exclusivity Doubles the Price.**

Refresh

The Youth Show



Hosted by Ali Najim and Danah Al Sraiyae from 6:00 to 8:00pm, the show is on its 10th season and it continues to be the young adults favorite throughout all these years. From big names guests to recorded segments to fun games with callers, Refresh brings a different flavor to peoples' ears every day.



Co-Sponsorship Package

Benefits :

- 70 promotions during the week announcing “Sponsored by....”
- 3 spots / hour .
- Break In and Break Out Bumpers.
- Top of hour mention.
- End of hour mention.

Broadcast Time : Sunday - Thursday / 6:00 pm – 8:00 pm
Duration : 2 hours
Announcers : Ali Najim , Alaa AlHindi , Dana AlSrayea

Weekly

1 Hr.	KWD 2,500
2 Hrs.	KWD 4,500

Monthly

1 Hr.	KWD 9,000
2 Hrs.	KWD 16,000

*** Exclusivity Doubles the Price.**

Sa3at Fannan

Artist Hour



At 10:00pm, 1 artist or 1 music theme dominates the hour with songs played back to back for the chosen artist or theme. Only on Sundays the show becomes 2 hours long dedicated to one star singer. this is the most trending show on radio in Kuwait. Minimum twice a week it reaches trend no 1 in twitter.



Co-Sponsorship Package

Benefits :

- 70 promotions during the week announcing “Sponsored by....”
- 3 spots / hour .
- Break In and Break Out Bumpers.
- Top of hour mention.
- End of hour mention.

Weekly

KWD 1,500

Monthly

KWD 5,000

Broadcast Time : Sunday – Wednesday / 10:00 pm – 11:00 pm
Duration : 1 hour

*** Exclusivity Doubles the Price.**

Top 20

Top 20 of the week



On Fridays, listeners get to know the weekly charts with Abdallah Al Bkour in Top 20 from 7:00 to 9:00pm. Where he reviews the most played and requested songs in the station.



Co-Sponsorship Package

Benefits :

- 70 promotions during the week announcing “Sponsored by....”
- 3 spots / hour .
- Break In and Break Out Bumpers.
- Top of hour mention.
- End of hour mention.

Monthly

1 Hr.	KWD 1,500
2 Hrs.	KWD 2,500

*** Exclusivity Doubles the Price.**

Broadcast Time : Friday / 7:00 pm – 9:00 pm
Duration : 2 hours
Announcers : Abdullah

Hona Al Marina

The Ladies Show



On Saturday Rasha Shalhoub wraps up the weekend at 7:00pm with Hona Al Marina show where she discusses fun and serious topics. Each week Rasha brings 2 co-hosts from Marina FM team to carry the 2 hours long show with her, which makes it different and special every time. Segments like “What’s Up Kuwait” introduces listeners to upcoming events that take place in Kuwait.



Co-Sponsorship Package

Benefits :

- 70 promotions during the week announcing “Sponsored by....”
- 3 spots / hour .
- Break In and Break Out Bumpers.
- Top of hour mention.
- End of hour mention.

Broadcast Time : Saturday / 7:00 pm – 9:00 pm
Duration : 2 hours
Announcers : Rasha Shalhoub , Basma Sultan

Monthly

1 Hr.	KWD 1,500
2 Hrs.	KWD 2,500

*** Exclusivity Doubles the Price.**



5 minutes Live/ Phone Interview

Benefits :

- Total of 5 min live/ phone interview
- 1 live mention announcing the interview
- Rate: KWD 1,250

20 minutes Live/ Phone Interview

Benefits :

- Total of 20 min live/ phone interview
- 3 live mentions announcing the interview
- Rate: KWD 2,000

Live Coverage (Reporter Coverage)

Benefits :

- Total of 2 hours live coverage
- 6 live segments up to 5 min each
- 20 promos 2 days prior announcing the live coverage
- Rate: KWD 2,500

Full Show Live Broadcast

Benefits :

- Total of 2 hours live broadcast
- 6 live segments up to 5 min each
- 20 promos 2 days prior announcing the live broadcast
- 3 spots up to 30 sec each
- Rate: KWD 4,000



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