GOVT

RADIO TURF ADVERTISING RATES

Contact Information

Radio Turf Marketing Department:

Matlou Setati and Mokgadi

Senyolo

Cell: 082 809 8453

Tel: 015 268
3153

Fax: 015 268 2235

Email:matlou.setati@ul.ac.za
Cc: makwena.mamadi @ul.ac.za
Email:mokgadi.senyolo@ul.ac.za

ADVERTISING RATES

(This rates also applies to live Reads per 30 seconds spot once-off)

Weekdays

PROGRAMME	TIME CHANNEL	PRICING
MONDAYS- THURSDAY		
Early Risers Show	06:00 – 09:00	R1050
Are Itsosheng	09:00 – 12:00	R1050
Midday Experience	12:00 – 15:00	R1050
Route 326	15:00 – 18:00	R1050
Ntome Tsebe	18:00 – 19:00	R1050
Lekgotla La Dipoledisano	19:00 – 20:00	R1050
Tsa Dipapading	20:00 – 20:30	R1050
Homotsegang	20:30 – 20:45	R1050
Drama	20:45 – 21:00	R1050
Wings of Love	21:00 – 00:00	R1050
Midnight Express	00:00 – 03:00	R1050
Mphatlalatsane	03:00 – 06:00	R1050
FRIDAY SHOWS		
Tsa Dipapadi	19H00-20H00	R1050
Hip Hop Frenzy	20:00 – 22:00	R1050
The Dance Floor	22:00 – 02:00	R1050
Weekend Cruize	02:00 – 06:00	R1050

Weekend

PROGRAMME	TIME CHANNEL	PRICING
SATURDAY SHOWS		
Weekend Cruize	02:00 – 06:00	R1050
The Power Button	06:00 – 09:00	R1050
Matsobana	09:00 - 10H00	R1050
Meloding ya Seolwana	10:00 - 11:00	R1050
Turf Top 30 Count Down	12:00 – 15:00	R1050
Baswa ke Bokamoso	15:00 – 18:00	R1050
Get Together	18:00 – 22:00	R1050
The Dance Floor	22:00 – 02:00	R1050
Weekend Cruize	02:00 – 06:00	R1050

SUNDAY SHOWS		
Sefapanong	06:00 – 09:00	R1050
Reggae Explosion	09:00 – 11:00	R1050
Segagesho	11:00 – 12:00	R1050
The Breeze Sounds	12:00 – 15:00	R1050
Kgodung ya Jazz	15:00 – 17:00	R1050
Gospel Top 20	17:00 – 19:00	R1050
Todi Ya Mmino	19:00 -- 20:00	R1050
Heads Up	21:00 – 00:00	R1050

OPENING & CLOSING BILLBOARDS

PRODUCT	AMOUNT	DURATION
1 X OPENING & CLOSING BILLBOARD	R475	10-15 SECONDS

INTERVIEWS/INFORMERCIALS

1 Hour slot	R8 000.00
30 Min slot	R4 200.00
15 Min slot	R3 650.00
10 Min slot	R2 800.00
5 Min slot	R1 950.00
3 Min slot	R 1 550.00

SOCIAL MEDIA PAGES

Facebook: Radio Turf 103.8fm-13325 followers	R550.00 per post, once -off
Twitter: @Radioturf-6290 followers	R450.00 per post, once-off
Instagram: @Radioturf-1533 followers	R450.00 per post, once-off
WhatsApp/SMS for competition	R250
Social Media Package of 10 posts on **Facebook** **Social Media Package** of 10 posts on **Twitter & Instagram**	R5000.00 R4000.00
Facebook Cover branding for month	R10 000.00

OUTSIDE BROADCAST

1 Hour plus 2 hours added value	R80 000.00
30 Minutes plus 30 minutes added value	R65 000.00
3 hours activation Package with value added(3x live reads daily or adverts, 20 minutes interview leading to activation, 5 Facebook posts during activation, 5x5 minutes live cross overs)	R45 000.00
LIVE FEED/BROADCAST FOR ONE(1) HOUR	R10 000.00

ADVERT PRODUCTION

Production Costs	R650.00

CONDITIONS

- Booking deadline – 10 days prior to flighting or broadcasting
- Cancellation notice must be in writing and should be (7) seven working days prior to flighting.
- Cancellation notice in writing lodged in less than (7) seven days prior to flighting will incur a penalty of 30 % fee.
- Cancellation notice in writing lodged in less than (4) four days prior to flighting will be charged the full cost of the advertisement.
- Note that these rates are for live, telephonic infomercial/Interview and commercials.
- No material /activity will be approved by the station without a contract signed prior to broadcasting or flighting.
- Interview rates are at 5-30 minutes per spot (standard). *These are special introductory rates and may be reviewed.

Payment: 50% deposit must be paid prior to broadcasting/flighting and the outstanding payment should be done within 30 days after invoicing.

Trade exchanges as well as through sponsorships of Radio Turf promotional items such as caps, t-shirts, pens, bags, files, etc.
Radio Turf will give the Company/Business an Advert according to the value of the material or product given.

DIGITAL ADVERTISING – RADIO TURF WEBSITE
Website advertising space – Rate

Top banner – all pages **R3,000**
Homepage banner 1 – after slider **R2,500**
Homepage banner 2 – after line-up **R1,800**
Sidebar box – 300 × 250 **R1,200**
Sidebar box – 300 × 600 **R1,800**
Inside news stories **R1,200**
Above footer – all pages **R2,000**

Why these prices are reasonable

Top banner –This is prime advertising space because it appears across all pages. It offers advertisers repeated exposure.

Homepage banner 1 –It is positioned immediately after the slider, making it one of the first advertising spaces visitors encounter.

Homepage banner 2 –It remains visible on the homepage but is positioned further down.

Sidebar –The larger 300 × 600 advert deserves a higher price because it occupies more screen space.

Inside news stories –It targets people who are already reading news content.

Above footer –It benefits from appearing across all pages; although visitors need to scroll down to see it.

Terms and conditions:

1. All website advertising rates are calculated over a 30-day period.
2. Advertisements must be supplied in the required dimensions and formats.
3. Advertisers must provide a destination URL where applicable.
4. Advertising space is subject to availability.
5. Payment must be made before advertisements are published.
6. Advert design and production are charged separately where required.
7. Advertisements are subject to Radio Turf's approval.
8. Advertisers booking multiple months may qualify for discounted rates.