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RADIO TURF ADVERTISING RATES

Contact Information

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ADVERTISING RATES

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

ONCE-OFF

PRODUCT	AMOUNT	DURATION
1X ADVERT/LIVE READ	R300	30-60 SECONDS

OPENING & CLOSING BILLBOARDS

PRODUCT	AMOUNT	DURATION
1 X OPENING & CLOSING BILLBOARD	R150	10-15 SECONDS

INTERVIEWS/INFORMERCIALS

15 Minutes slot	R1500.00
10 Minutes slot	R1000.00
5 Minutes slot	R 500.00

PROGRAMME SPONSORSHIP

PRODUCT	Duration	Amount	Package
Sponsorship	Monthly	R18 000.00	Competitions Opening and Closing billboard 4 Advert slots daily 15 Minutes Slots once a week
Sponsorship	3 Months	R30 000.00	Competitions Opening and Closing billboard 6 Advert 20 Min Slots once a week
Sponsorship	6 Months	R43 000.00	Competitions Opening and Closing billboard 8 Advert 25 Min Slots once a week

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	**R5000.00**
Social Media Package of 10 posts on Twitter & Instagram	**R4000.00**
Facebook Cover branding for month	**R10 000.00**

ADVERT PRODUCTION

Production Costs	R350.00

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/Interviews 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.