



rate card **effective 1 september 2011**



radmark
TWENTY TWENTY INSIGHT



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Radmark Represents

Durban's No. 1 - East Coast Radio, Gagasi 99.5 FM - The New Sound of the City, Heart 104.9FM - Cape Town's Beat and Jacaranda 94.2 - life's greatest hits. We collectively reach six million listeners (RAMS 2011/3).

East Coast Radio

94.95 FM

Hot Adult Contemporary

KwaZulu-Natal



Gagasi 99.5 FM

99.5 FM

Urban Adult Contemporary

KwaZulu-Natal



Heart 104.9FM

104.9FM

Urban Adult Contemporary

Cape Town



Jacaranda 94.2

94.2

Adult Contemporary

Gauteng, Limpopo, Mpumalanga, North West, Lowveld





Standard Rates

effective 1 September 2011



	East Coast Radio	Gagasi 99.5 FM	Heart 104.9FM	Jacaranda 94.2
Time Channel	Rate	Rate	Rate	Rate
Mon-Fri				
00:00-05:00	240	450	240	450
05:00-06:00	1110	1320	390	3420
06:00-09:00	10500	5610	3300	12360
09:00-13:00	4500	3630	2100	6330
13:00-16:00	4440	4110	2100	6330
16:00-19:00	5910	3810	2280	7500
19:00-22:00	840	1290	660	1320***
22:00-24:00	240	540	270	450
Saturday				
00:00-07:00	270	450	210	450
07:00-12:00	3420	1800	1680	4500
12:00-19:00	1500	1260	960	1950
19:00-24:00	540	630	300	900
Sunday				
00:00-07:00	270	450	210	450
07:00-12:00	1410	1320	810	2340
12:00-19:00	1020	810	630	1680
19:00-24:00	330	480	240	660

***Weekdays 19:00 - 19:30 on Jacaranda 94.2 carries a loading of 2.5 times standard rate

Rates exclude VAT standard terms and conditions apply

Duration	5"	10"	15"	20"	25"	30"	35"	40"	45"	50"	55"	60"
Multiply by	0.5	0.6	0.7	0.8	0.9	1.0	1.1667	1.3333	1.5	1.6667	1.8333	2.0

*Duration over 50" to be approved by station prior to booking and broadcast



Jacaranda 94.2 Split Rates

effective 1 September 2011

***RMFM broadcasting times:**

Mon-Fri 12:00-16:00
Saturday 10:00-14:00

Rates:

Mon-Fri R930
Saturday R540

Note: Limpopo & Lowveld are part of RMFM broadcasting.

Jacaranda 94.2 Split broadcast conditions:

- No live reads.
- No features available.
- Spots are placed by time channel.
- No preferential spots on the Splits.



	Gauteng	Limpopo	Mpumalanga (including Lowveld)
Time Channel	Rate	Rate	Rate
Mon-Fri			
00:00-05:00	n/a	n/a	n/a
05:00-06:00	2400	540	540
06:00-09:00	9570	1950	1950
09:00-13:00	4800	930*	1500*
13:00-16:00	4800	930*	1500*
16:00-19:00	5400	1410	1410
19:00-22:00	n/a	n/a	n/a
22:00-24:00	n/a	n/a	n/a
Saturday			
00:00-07:00	n/a	n/a	n/a
07:00-12:00	**3120	**540*	**1200*
12:00-19:00	1380	540*	540*
19:00-24:00	n/a	n/a	n/a

*RMFM broadcasting times **Same rate applies to 05:00 - 07:00 Jacaranda 94.2 split broadcasts on Saturdays

n/a = not available

• No broadcast on Sundays

Rates exclude VAT *standard terms and conditions apply*

Duration	5"	10"	15"	20"	25"	30"	35"	40"	45"	50"	55"	60"
Multiply by	0.5	0.6	0.7	0.8	0.9	1.0	1.1667	1.3333	1.5	1.6667	1.8333	2.0

*Duration over 50" to be approved by station prior to booking and broadcast



Benchmark Rates

effective 1 September 2011

Benchmark Terms and Conditions:

- Advertising spots can only be purchased by time channel.
- Spots must be placed within the same time period.
- Spots must be placed in the same time channel pattern across all stations.
- **Cannot be combined with any other incentive or commitment deal.**
- No Live Reads.
- No Preferential Spots.
- No Features.
- Invoicing for airtime will be for Benchmark with no invoice by individual station.
- Spot length on each station with these packages must be of the same duration, e.g. all 30 seconds or 40 seconds, etc.

Benchmark				
Time Channel	Coastal	Golden Triangle 1	Golden Triangle 2	Maximiser
Mon-Fri	East Coast Radio, Gagasi, Heart	East Coast Radio, Heart, Jacaranda	Gagasi, Heart, Jacaranda	East Coast Radio, Gagasi, Heart, Jacaranda
00:00-05:00	720	720	870	1 050
05:00-06:00	2 160	3 780	3 960	4 680
06:00-09:00	14 940	20 130	16 380	23 820
09:00-13:00	7 890	9 960	9 300	12 420
13:00-16:00	8 190	9 900	9 660	12 750
16:00-19:00	9 240	12 090	10 470	14 640
19:00-22:00	2 160	2 160	2 520	3 090
22:00-24:00	810	750	960	1 140
Saturday				
00:00-07:00	720	720	840	1 050
07:00-12:00	5 310	7 380	6 150	8 550
12:00-19:00	2 850	3 390	3 210	4 260
19:00-24:00	1 140	1 350	1 410	1 770
Sunday				
00:00-07:00	720	720	840	1 050
07:00-12:00	2 730	3 510	3 450	4 410
12:00-19:00	1 890	2 550	2 400	3 120
19:00-24:00	810	960	1 050	1 290

Rates exclude VAT standard terms and conditions apply

Duration	5"	10"	15"	20"	25"	30"	35"	40"	45"	50"	55"	60"
Multiply by	0.5	0.6	0.7	0.8	0.9	1.0	1.1667	1.3333	1.5	1.6667	1.8333	2.0

*Duration over 50" to be approved by station prior to booking and broadcast



Terms and Conditions

effective 1 September 2011

Loadings	
Feature loading	25%
Preferred spot loading	20%
Live read loading	50%

- Added Value is subject to availability at time of booking and broadcast.
- All sponsorship rates are by negotiation, and are subject to change with the issuing of revised rate cards.
- Preferred spots, requested by advertising break or hour, carry a 20% surcharge, and will be adjusted with revised rate cards. This is negotiable depending on duration of campaign.
- Live reads carry a 50% surcharge. This is negotiable depending on duration of campaign.
- Features on Jacaranda 94.2 are only available on Full Footprint including RMFM.
- All rates quoted are in respect of 30 second commercials.
- The rates for other durations are calculated as per the table on the rate card, and rounded up to the nearest Rand.

Feature Sponsorship Terms

- Consists of an OBB, CBB and generic spot.
- Subject to availability at time of booking and broadcast.
- Broadcast sequence differs according to station programming format, e.g. OBB, Generic spot, Feature, CBB.

Material Requirements

- The material deadline for advertising material is 3 working days prior to broadcast.
- Radmark accepts material on CD or via e-mail.

- The Jacaranda Splits are pre-packaged and cannot accommodate Preferential commercials, Features or Live Reads.
- Material deadline on the Jacaranda Split is 5 working days prior to broadcast.

Acceptable format for advertising material:

- CD or
Encoder: MPEG Layer 2
Format: 256kb/s
Sample Rate: 44.1kHz
- CD or
Encoder: WAV Stereo
Format: 44.1kHz
No Padding
No ID3 TAGS

MP3 is NOT an acceptable broadcasting format

Cancellation of Airtime Booked

- Cancellation must be submitted in writing to radmark no later than 28 days prior to broadcast. Failure to do so will result in a 100% cancellation penalty.

Annual Commitment Incentives

- All annual volume incentives require the recipient's written approval.
- Should the client/agency not respond in writing within 10 working days of receipt of the incentive letter, it would be deemed accepted and implemented as proposed.

Benchmark Terms

- Advertising spots can only be purchased by time channel.
- Spots must be placed within the same time period.
- Spots must be placed in the same time channel pattern across all stations.
- Cannot be combined with any other incentive or commitment deal.

- No live reads.
- No preferential spots.
- No features.
- Invoicing for airtime will be for Benchmark with no invoice by individual station.
- Spot length on each station with these packages must be of the same duration, e.g. all 30 seconds or 40 seconds, etc.

General

- Rates quoted exclude VAT.
- Rate card effective from 1 September 2011.
- This rate card is a gross rate card and includes agency commission, where applicable.
- This rate card is issued for the information of advertisers and advertising agencies and does not constitute an offer by radmark.
- Confirmation of orders placed with radmark will be issued to verify the commercials booked. This will be deemed correct unless written notice contrary to such confirmation is received in writing within 2 working days after the confirmation has been issued.
- Compensation for spots not flighted on a station or stations will be given in airtime. No credits will be passed.
- Station and radmark liability for spots not flighted and/or incorrectly flighted is limited to the value of the spots not flighted and/or incorrectly flighted.
- **Airtime orders received by 30 September 2011 will qualify for rate protection until 31 December 2011. Spot and duration changes will be allowed, provided that these changes do not reduce the original spend committed.**
- The advertiser or advertising practitioner indemnifies radmark and the stations represented by radmark for damages resulting from any advertisements placed on any station within radmark's portfolio.
- The rates represented in this document are the sole rates applicable for the period and supersedes all previous rates.
- E&OE.

"the face behind the ears, our listeners, your market"



Here's a glimpse at some of our loyal listeners who engage with us on our social media platforms.



Go Beyond FM...speak to us

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100% Recycled White 350gsm


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