

RADIO RATE CARD



JULY 2025 - JUNE 2026

Standard SABC Radio terms and conditions apply. All rates are quoted exclusive of VAT, and no agency commission applies.



SABC RADIO IS IN EVERY PROVINCE, SPEAKING TO EVERY SOUTH AFRICAN LANGUAGE



SABC is a national broadcaster with **19 Radio stations**, broadcasting in **12 languages** and reaching **26.7 mil (61%)** South Africans.

Listenership: Adults (Age 15+)

Source: BRC RAMS Amplify Xtab Dec'23 RA23

NATIONAL



Leading The Conversation

English - 566,000



METRO FM

English - 4,629,000



97.2 - 100 FM Nationwide

English - 1,929,000



DIS DIE EEN

Afrikaans - 1,265,000



English - 893,000

MPUMALANGA



isiSwati - 1,277,000



IKWERWEZI™
KUKHANYA BHRI

isiNdebele - 1,156,000

NORTH WEST



Motsweding FM
87.9 - 107.9

seTswana - 3,042,000

FREE STATE



seSotho - 3,529,000

EASTERN CAPE



isiXhosa - 4,183,000



isiXhosa/Eng - 252,000

NORTHERN CAPE



!Xuntali & Khwedam - 1 000

KWA ZULU-NATAL



English - 237,000



Luhamba phambili!

isiZulu - 7,546,000

WESTERN CAPE



Eng/Afr - 680,000

LIMPOPO



MOŠATE WA TSEBO LE BOITHABIŠO

sePedi - 2,713,000



TshiVenda - 1,119,000



MUNGANA LONENE FM
MAKOMBA NDLELA

XiTsonga - 1,424,000

AFRICA AND BEYOND



CHANNEL
AFRICA
THE AFRICAN PERSPECTIVE



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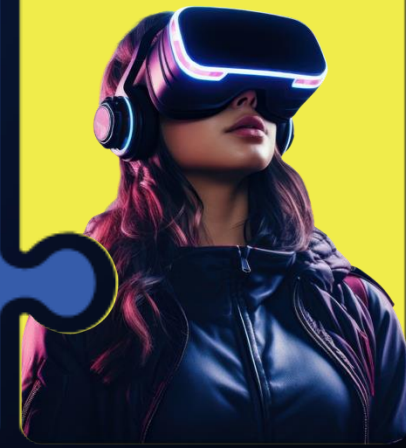
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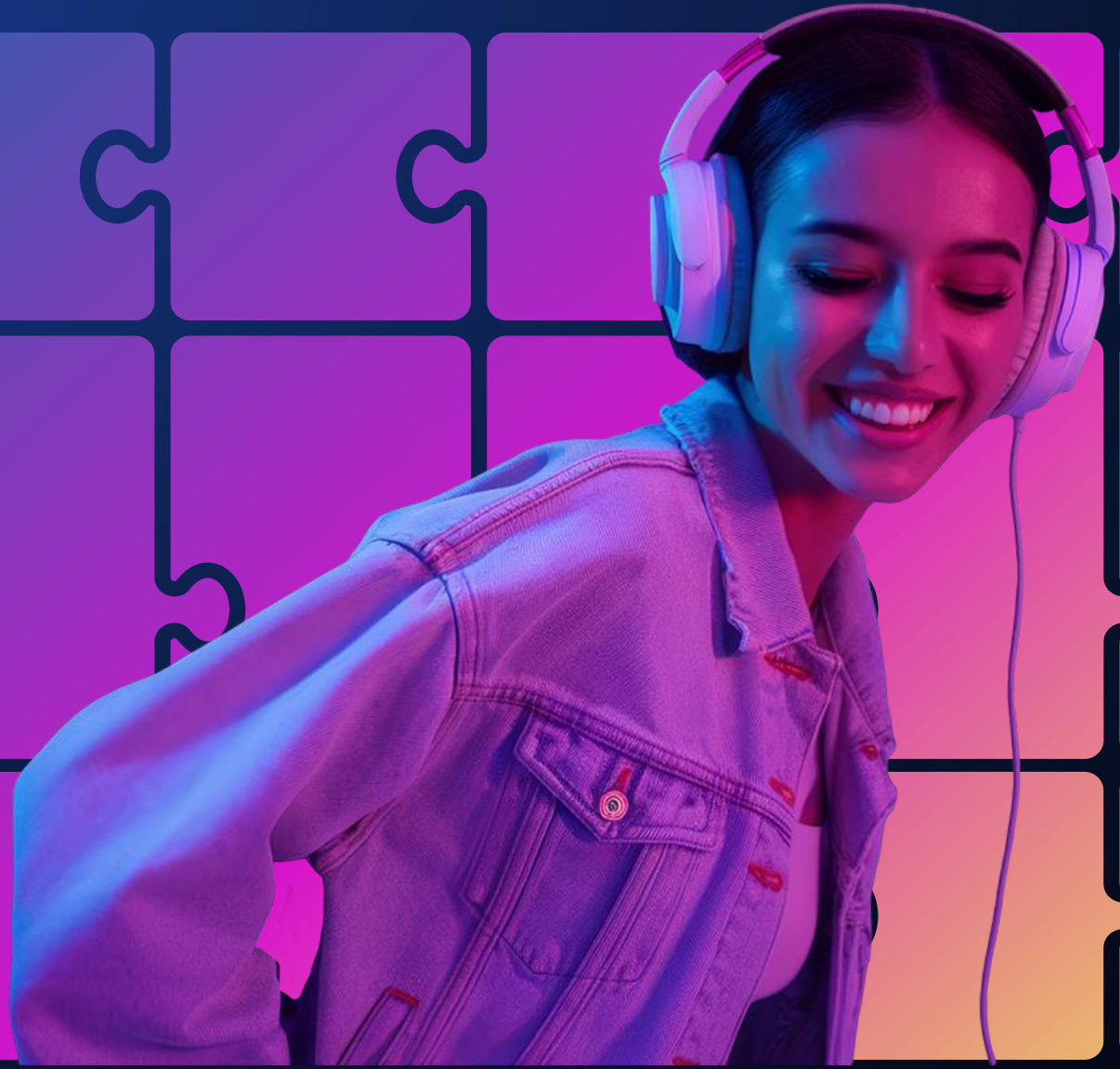


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MG5





METRO FM is South Africa's largest national urban commercial radio station, reflecting the style, ambition, and attitude of its dynamic audience. Its listeners are confident, high-achieving individuals who are at ease in a multicultural society.

While music is at its core, **METRO FM** also delivers credible, impartial news, keeping its audience informed and engaged. As a brand, **METRO FM** is more than a station - it's a lifestyle companion that shapes the tastes, choices, and conversations of its listeners. Strategically positioned to connect with South Africa's aspirant, influential, and upwardly mobile Black market, **METRO FM** serves as a trusted guide for urban adults who value success, relevance, and authenticity.

Broadcasting in English with a strong national footprint, **METRO FM** delivers a unique blend of global outlook and local relevance that inspires confidence and drives action. For advertisers, **METRO FM** offers a compelling, cost-effective platform to reach a discerning, progressive audience that sets trends and shapes culture.

EFFECTIVE 1 JULY 2025

MONDAY - FRIDAY		SATURDAY		SUNDAY	
TIME BAND	NET RATES	TIME BAND	NET RATES	TIME BAND	NET RATES
00:00-03:00	900	00:00-03:00	720	00:00-03:00	960
03:00-05:00	960	03:00-06:00	1 530	03:00-06:00	1 290
05:00-06:00	3 930	06:00-09:00	9 660	06:00-09:00	5 310
06:00-07:00	34 260	09:00-12:00	15 960	09:00-12:00	8 310
07:00-08:00	34 260	12:00-15:00	11 910	12:00-15:00	8 760
08:00-09:00	24 660	15:00-18:00	6 510	15:00-18:00	6 810
09:00-12:00	17 400	18:00-19:00	6 210	18:00-19:00	3 450
12:00-15:00	16 680	19:00-22:00	2 490	19:00-22:00	1 890
15:00-16:00	18 120	22:00-24:00	2 490	22:00-24:00	1 890
16:00-17:00	21 600				
17:00-18:00	21 600				
18:00-19:00	21 600				
19:00-21:00	8 760				
21:00-24:00	3 210				

CONVERSION TABLE

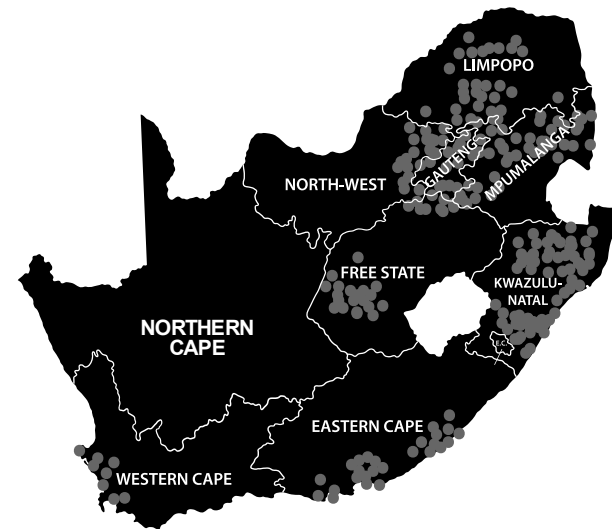
Duration	5"	10"	15"	20"	25"	30"	35"	40"	45"	50"	55"	60"
Multiply Rate	0.75	0.75	0.75	0.80	0.80	1.00	1.15	1.30	1.50	1.65	1.80	2.00

Source: BRC RAMS Amplify Xtab Dec '23 RA23

NATIONAL COVERAGE

Adults (Age 15+)

Listenership: 4,629,000



metrofm.co.za

METROFM

@METROFMSA

@METROFMSA

METROFMSA

@METROFMSA

lono.fm/p/148



Good Hope FM is Cape Town's original and leading music-driven lifestyle radio station, offering a dynamic and interactive platform for the city's vibrant youth. With its Contemporary Hit Radio format, the station delivers a fresh mix of R&B, Pop, Hip-Hop, and Dance - capturing the energy and rhythm of the moment.

Broadcasting across Cape Town, surrounding towns, the Overberg, and as far as Plettenberg Bay, **Good Hope FM** connects with the young, globally minded, and culturally rooted "now generation" - an audience that's plugged in, expressive and influential.

EFFECTIVE 1 JULY 2025

MONDAY - FRIDAY

SATURDAY

SUNDAY

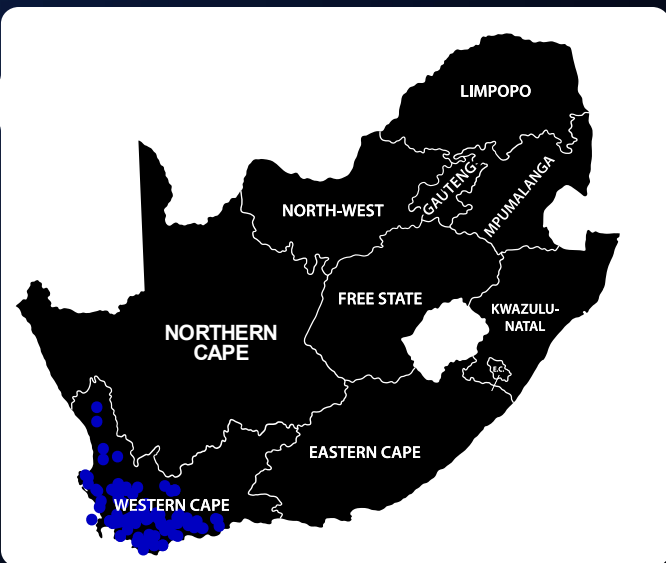
TIME BAND	NET RATES	TIME BAND	NET RATES	TIME BAND	NET RATES
00:00-01:00	240	00:00-01:00	210	00:00-01:00	210
01:00-05:00	240	01:00-06:00	210	01:00-06:00	600
05:00-06:00	240	06:00-09:00	1050	06:00-09:00	1170
06:00-09:00	3 450	09:00-12:00	2250	09:00-12:00	780
09:00-12:00	4 170	12:00-15:00	1050	12:00-15:00	540
12:00-15:00	2 490	15:00-18:00	330	15:00-18:00	300
15:00-18:00	3 210	18:00-22:00	540	18:00-22:00	240
18:00-22:00	2 010	22:00-24:00	270	22:00-24:00	240
22:00-24:00	1050				

CONVERSION TABLE

Duration	5"	10"	15"	20"	25"	30"	35"	40"	45"	50"	55"	60"
Multiply Rate	0.75	0.75	0.75	0.80	0.80	1.00	1.15	1.30	1.50	1.65	1.80	2.00

Source: BRC RAMS Amplify Xtab Dec '23 RA23

NATIONAL COVERAGE
 Adults (Age 15+)
 Listenership: **680,000**



goodhopefm.co.za
 Good Hope FM
 @goodhopefm
 @GoodHopeFM
 Good Hope FM
 goodhopefm
 Good Hope FM



5FM is more than a radio station - it's a vibrant multimedia brand driven by the energy and creativity of South Africa's youth. From on-air to digital platforms, **5FM** delivers fresh, youth-informed content that connects, entertains, and unites young South Africans through the power of music.

As a leading entertainment force, **5FM** showcases some of the country's most recognisable media personalities and top DJs. The station champions content that's relevant, co-created with its audience, and rooted in the culture and aspirations of its community, while proudly supporting the South African music industry.

With a track record of excellence, **5FM** has earned numerous accolades, including seven consecutive *Generation Next Awards for Coolest Radio Station* and the *Most Influential International Station* title at the *Worldwide Radio Summit in Los Angeles*. **5FM** remains the only national platform that gives advertisers direct access to South Africa's trendsetting, socially connected and upwardly mobile youth market.

EFFECTIVE 1 JULY 2025

MONDAY - FRIDAY

SATURDAY

SUNDAY

TIME BAND	NET RATES	TIME BAND	NET RATES	TIME BAND	NET RATES
01:00-04:00	360	01:00-04:00	360	01:00-04:00	360
04:00-06:00	480	04:00-07:00	960	04:00-07:00	780
06:00-07:00	9 210	07:00-10:00	2 730	07:00-10:00	1 410
07:00-08:00	10 110	10:00-14:00	4 410	10:00-14:00	3 450
08:00-09:00	10 110	14:00-18:00	2 490	14:00-18:00	2 970
09:00-12:00	9 210	18:00-19:00	2 010	18:00-21:00	1 530
12:00-15:00	4 710	19:00-22:00	2 010	21:00-01:00	900
15:00-16:00	8 310	22:00-01:00	420		
16:00-17:00	9 660				
17:00-18:00	10 110				
18:00-19:00	10 110				
19:00-22:00	3 450				
22:00-01:00	360				

CONVERSION TABLE

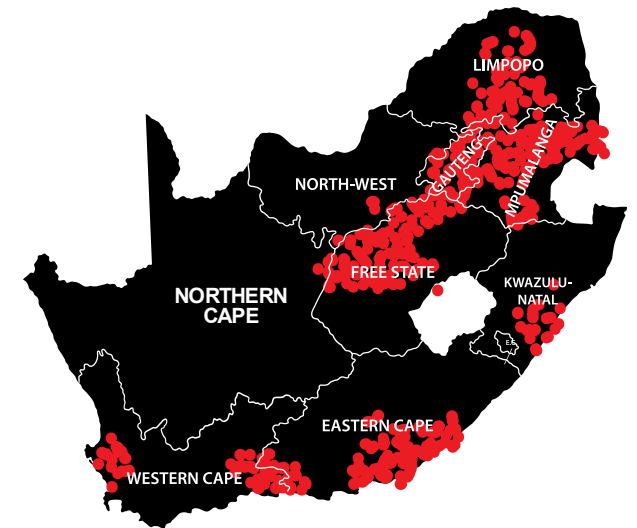
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Multiply Rate	0.75	0.75	0.75	0.80	0.80	1.00	1.15	1.30	1.50	1.65	1.80	2.00

Source: BRC RAMS Amplify Xtab Dec '23 RA23

NATIONAL COVERAGE

Adults (Age 15+)

Listenership: **893,000**



5fm.co.za

5FM (thepowerof5fm)

@5FM

@5FM

5FM

5FMTV

ALS





Ikwekwezi FM is South Africa's only national radio station dedicated to serving the isiNdebele-speaking community - proudly preserving and promoting the language while welcoming listeners from diverse backgrounds who understand it.

With a unique blend of music and talk, the station informs, educates, and entertains, delivering content that supports intellectual growth and community upliftment in an engaging, culturally resonant way.

Known for its progressive, inclusive, and vibrant identity, **Ikwekwezi FM** offers a rich music mix including Gospel (notably Clap & Tap), R&B, House, Amapiano, Ballads, Afro-Soul, and the distinct sounds of traditional isiNdebele music which are all rooted in the evolving heritage of Ndebele culture.

EFFECTIVE 1 JULY 2025

MONDAY - FRIDAY

SATURDAY

SUNDAY

TIME BAND	NET RATES	TIME BAND	NET RATES	TIME BAND	NET RATES
00:00-03:00	270	00:00-03:00	270	00:00-03:00	270
03:00-05:00	600	03:00-06:00	540	03:00-06:00	360
05:00-06:00	3 450	06:00-07:00	1 170	06:00-07:00	1 170
06:00-09:00	3 690	07:00-09:00	1 770	07:00-09:00	1 290
09:00-12:00	2 250	09:00-10:00	1 170	09:00-10:00	1 290
12:00-15:00	1 770	10:00-12:00	960	10:00-12:00	1 290
15:00-18:00	2 130	12:00-15:00	900	12:00-15:00	720
18:00-19:00	1 650	15:00-18:00	1 050	15:00-18:00	420
19:00-21:00	1 890	18:00-21:00	540	18:00-21:00	270
21:00-24:00	540	21:00-24:00	360	21:00-24:00	270

CONVERSION TABLE

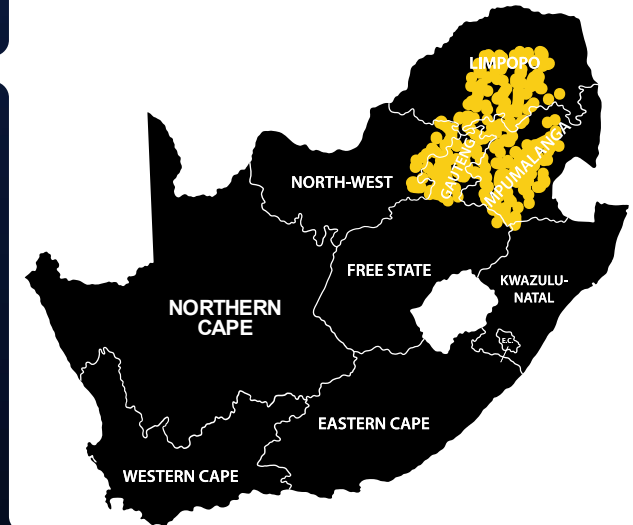
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Source: BRC RAMS Amplify Xtab Dec '23 RA23

NATIONAL COVERAGE

Adults (Age 15+)

Listenership: **1,156,000**





Lesedi FM broadcasts from Bloemfontein and proudly serves Sesotho-speaking and understanding communities across South Africa and beyond. As the largest Sesotho radio station in the country, it plays a vital role in informing, educating, and empowering its audience through needs-driven, participatory programming that speaks directly to their lived realities.

With a strong focus on relevance and impact, **Lesedi FM** keeps its listeners well-informed on key issues affecting their lives - from local developments to national and global trends. The station thoughtfully balances traditional Sesotho values with the dynamic spirit of modern living, creating content that resonates with both heritage and progress.

Lesedi FM is deeply invested in the psycho-social well-being and development of its audience. With a significant spillover listenership in Lesotho, the station not only preserves cultural identity but also inspires growth, inclusion, and empowerment while ensuring that its listeners remain connected, confident and culturally grounded in today's world.

EFFECTIVE 1 JULY 2025

MONDAY - FRIDAY

SATURDAY

SUNDAY

TIME BAND	NET RATES	TIME BAND	NET RATES	TIME BAND	NET RATES
00:00-02:00	600	00:00-02:00	2 250	00:00-02:00	540
02:00-05:00	600	02:00-06:00	2 490	02:00-06:00	720
05:00-06:00	4 710	06:00-07:00	7 110	06:00-07:00	7 860
06:00-09:00	15 240	07:00-09:00	9 660	07:00-09:00	7 410
09:00-12:00	11 910	09:00-12:00	6 510	09:00-12:00	7 410
12:00-12:30	8 310	12:00-15:00	3 930	12:00-15:00	3 210
12:30-15:00	7 410	15:00-18:00	3 930	15:00-18:00	3 210
15:00-18:00	8 310	18:00-21:00	2 490	18:00-20:00	1 650
18:00-19:00	5 310	21:00-24:00	660	20:00-22:00	1 650
19:00-20:00	5 310			22:00-24:00	540
20:00-24:00	1 170				

CONVERSION TABLE

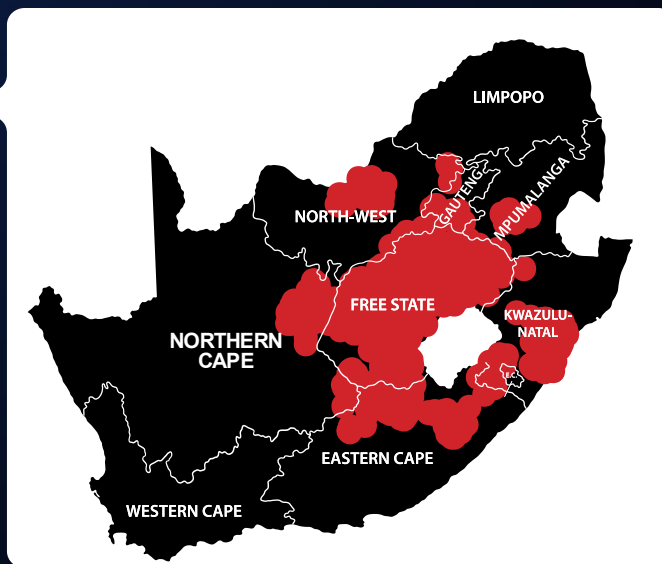
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Multiply Rate	0.75	0.75	0.75	0.80	0.80	1.00	1.15	1.30	1.50	1.65	1.80	2.00

Source: BRC RAMS Amplify Xtab Dec'23 RA23 Q4

NATIONAL COVERAGE

Adults (Age 15+)

Listenership: **3,529,000**



lesedifm.co.za

@LesediFM

@officiallesedifm

LesediFM

LesediFMPictureSTREAM

lesediFM



Ligwalagwala FM is a vibrant and energetic radio station that connects with young, motivated, and upwardly mobile SiSwati-speaking audiences. With its dynamic blend of Amapiano, Ballads, House, R&B, and Gospel, the station reflects the rhythm of urban life and resonates with listeners who are progressive, brand-conscious, and proud of their cultural identity.

More than just a source of entertainment, **Ligwalagwala FM** plays the role of friend, teacher, and nation-builder, offering content that inspires, informs, and uplifts. Rooted in the values and heritage of the eMaSwati people, the station champions cultural pride while delivering reliable, respectful, and honest information to its audience.

With its engaging and highly interactive format, **Ligwalagwala FM** offers a rich and relevant mix of music, news, current affairs, education, talk, sport, traffic, and weather, creating a meaningful daily experience for listeners who seek both substance and style.

EFFECTIVE 1 JULY 2025

MONDAY - FRIDAY		SATURDAY		SUNDAY	
TIME BAND	NET RATES	TIME BAND	NET RATES	TIME BAND	NET RATES
00:00-03:00 (Auto)	240	00:00-03:00	330	00:00-03:00	180
03:00-05:00	1 170	03:00-06:00	660	03:00-06:00	660
05:00-06:00	1 890	06:00-07:00	1 890	06:00-07:00	2 010
06:00-09:00	4 170	07:00-09:00	2 130	07:00-10:00	2 130
09:00-10:00	3 450	09:00-10:00	1 410	10:00-12:00	1 770
10:00-12:00	3 450	10:00-12:00	1 650	12:00-15:00	1 170
12:00-15:00	2 130	12:00-14:30	2 010	15:00-18:00	1 410
15:00-17:00	3 210	14:30-18:00	1 290	18:00-19:00	900
17:00-18:00	2 970	18:00-21:00	1 410	19:00-20:00	960
18:00-19:00	1 890	21:00-24:00	780	20:00-22:00	360
19:00-21:00	2 010			22:00-24:00	360
21:00-24:00	540				

CONVERSION TABLE

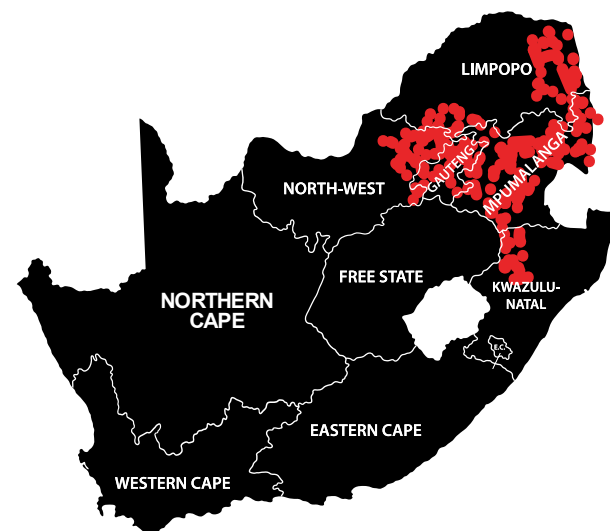
Duration	5"	10"	15"	20"	25"	30"	35"	40"	45"	50"	55"	60"
Multiply Rate	0.75	0.75	0.75	0.80	0.80	1.00	1.15	1.30	1.50	1.65	1.80	2.00

Source: BRC RAMS Amplify Xtab Dec '23 RA23

NATIONAL COVERAGE

Adults (Age 15+)

Listenership: 1,277,000



ligwalagwalafm.co.za

[@ligwalagwalaFM](https://www.instagram.com/ligwalagwalaFM)

[LigwalagwalaFM Ligcabo Lesive](https://www.youtube.com/LigwalagwalaFM)

[@ligwalagwalaFM](https://www.facebook.com/ligwalagwalaFM)

[@ligwalagwalaFM](https://www.instagram.com/ligwalagwalaFM)



Motswedding FM
87.9 - 107.9

Motswedding FM is South Africa's largest Setswana radio station, proudly serving a loyal audience that turns to it for both education and entertainment. With a strong spillover listenership in Botswana, the station extends its cultural influence beyond borders.

As the contemporary voice of Setswana-speaking and understanding South Africans, **Motswedding FM** celebrates cultural heritage while embracing a modern outlook. Its listeners are grounded in their roots, yet globally minded, thinking beyond borders while acting with local purpose.

At its core, the station is driven by a philosophy of personal empowerment. Through its diverse content offering, **Motswedding FM** fosters knowledge, builds capacity, and promotes positive values with a clear focus on the future. It is a station that reflects the aspirations of its audience - cosmopolitan, ambitious and proudly Setswana.

EFFECTIVE 1 JULY 2025

MONDAY - FRIDAY

SATURDAY

SUNDAY

TIME BAND	NET RATES	TIME BAND	NET RATES	TIME BAND	NET RATES
00:00-03:00	480	00:00-03:00	720	00:00-03:00	840
03:00-05:00	540	03:00-06:00	1 170	03:00-06:00	1 050
05:00-06:00	2 010	06:00-09:00	5 010	06:00-09:00	3 690
06:00-09:00	10 560	09:00-12:00	4 170	09:00-12:00	3 690
09:00-12:00	9 210	12:00-13:00	3 210	12:00-13:00	3 210
12:00-15:00	5 310	13:00-15:00	3 210	13:00-15:00	2 490
15:00-18:00	6 810	15:00-18:00	2 730	15:00-18:00	2 490
18:00-19:00	2 970	18:00-21:00	2 130	18:00-20:00	1 650
19:00-20:00	3 210	21:00-24:00	780	20:00-21:00	1 770
20:00-24:00	1 770			21:00-24:00	600

CONVERSION TABLE

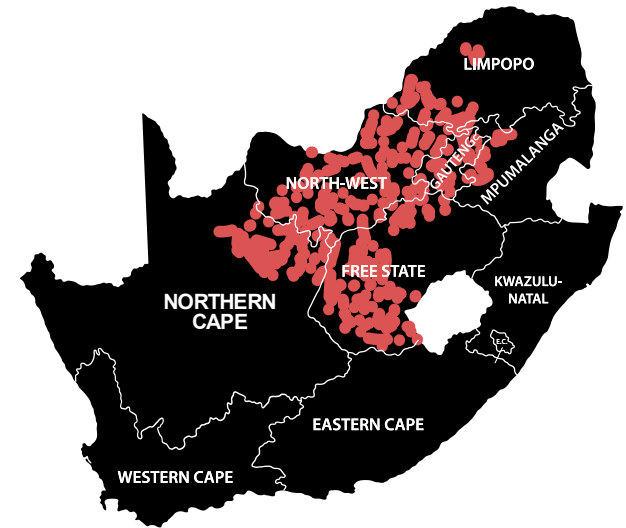
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Multiply Rate	0.75	0.75	0.75	0.80	0.80	1.00	1.15	1.30	1.50	1.65	1.80	2.00

Source: BRC RAMS Amplify Xtab Dec '23 RA23 Q4

NATIONAL COVERAGE

Adults (Age 15+)

Listenership: **3,042,000**



motsweddingfm.co.za

[motsweddingfm](https://twitter.com/motsweddingfm)

[KonkaBokamoso](https://www.instagram.com/KonkaBokamoso)

[@motsweddingfm](https://www.youtube.com/@motsweddingfm)

[MotsweddingFM](https://www.facebook.com/MotsweddingFM)

[@motsweddingfm](https://www.tiktok.com/@motsweddingfm)



Munghana Lonene FM is a pioneering trendsetter ("Makomba Ndlela") in South African radio, proudly serving Xitsonga-speaking and understanding audiences who value and celebrate their cultural heritage. Through a rich mix of informative, educational, and entertaining content, the station showcases the depth and diversity of Xitsonga culture while preserving its legacy for current and future generations.

As the home of the prestigious *Xitsonga Music Awards*, **Munghana Lonene FM** plays a leading role in promoting and honouring Xitsonga music and artistry, reinforcing its commitment to cultural preservation. With a warm, family-oriented approach, the station fosters a strong sense of community, offering content that resonates across age groups and geographic boundaries.

Its primary footprint spans Limpopo, Mpumalanga, Gauteng, and the North West, while a growing online presence ensures accessibility to audiences across South Africa and beyond.

EFFECTIVE 1 JULY 2025

MONDAY - FRIDAY

SATURDAY

SUNDAY

TIME BAND	NET RATES	TIME BAND	NET RATES	TIME BAND	NET RATES
00:00-03:00	540	00:00-03:00	210	00:00-03:00	240
03:00-05:00	720	03:00-06:00	840	03:00-06:00	540
05:00-06:00	1 650	06:00-07:00	900	06:00-08:00	1 650
06:00-09:00	3 690	07:00-09:00	2 250	08:00-09:00	1 650
09:00-12:00	2 490	09:00-12:00	2 010	09:00-10:00	1 650
12:00-14:00	2 970	12:00-14:00	2 010	10:00-11:00	1 290
14:00-15:00	1 770	14:00-18:00	2 010	11:00-13:00	1 290
15:00-18:00	2 730	18:00-20:00	1 890	13:00-14:00	1 650
18:00-19:00	2 130	20:00-21:00	1 530	14:00-18:00	840
19:00-22:00	1 650	21:00-24:00	1 170	18:00-19:00	660
22:00-24:00	480			19:00-21:00	720
				21:00-24:00	270

CONVERSION TABLE

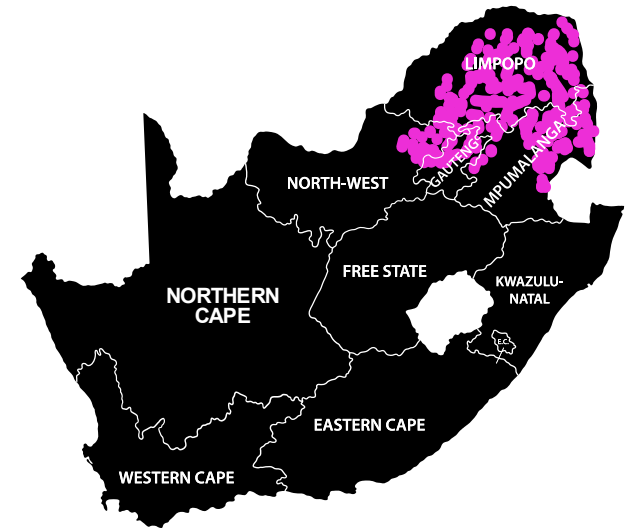
Duration	5"	10"	15"	20"	25"	30"	35"	40"	45"	50"	55"	60"
Multiply Rate	0.75	0.75	0.75	0.80	0.80	1.00	1.15	1.30	1.50	1.65	1.80	2.00

Source: BRC RAMS Amplify Xtab Dec '23 RA23

NATIONAL COVERAGE

Adults (Age 15+)

Listenership: **1,424,000**



munghanalonenefm.co.za

@munghanalonene

Munghana Lonene FM

Munghanalonene_fm

Munghana Lonene FM: Makomba Ndlela

@Munghana



Phalaphala FM is a proud and modern home for Tshivenda-speaking and understanding audiences, committed to preserving and promoting Tshivenda heritage through a dynamic mix of information, education, and entertainment. The station celebrates its culture through flagship events like the *Phalaphala FM Heritage Festival* and *Tshivenda Music Awards*, reinforcing its cultural leadership.

Anchored by its slogan, “Ri Na Nwi Misi Yothe” (We are with you every day), **Phalaphala FM** remains a constant companion to its listeners in every moment whether good or challenging. With a family-focused and community-oriented approach, the station delivers content that resonates across urban and rural audiences. Broadcasting primarily in Limpopo and Gauteng, with reach into North West and Mpumalanga, **Phalaphala FM** also connects with a global audience through online streaming.

EFFECTIVE 1 JULY 2025

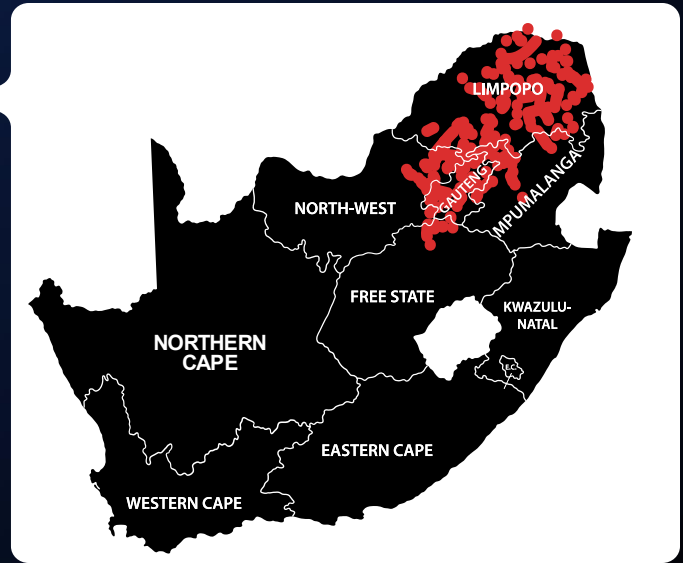
MONDAY - FRIDAY		SATURDAY		SUNDAY	
TIME BAND	NET RATES	TIME BAND	NET RATES	TIME BAND	NET RATES
00:00-03:00	300	00:00-03:00	330	00:00-03:00	300
03:00-05:00	600	03:00-06:00	720	03:00-06:00	300
05:00-06:00	1 650	06:00-07:00	1 530	06:00-07:00	1 410
06:00-07:00	2 970	07:00-09:00	1 650	07:00-10:00	1 530
07:00-09:00	3 210	09:00-11:00	1 050	10:00-12:00	1 170
09:00-12:00	2 010	11:00-12:00	1 050	12:00-14:00	1 170
12:00-15:00	2 130	12:00-14:00	1 170	14:00-18:00	1 290
15:00-18:00	2 010	14:00-18:00	1 170	18:00-19:00	660
18:00-19:00	1 890	18:00-21:00	660	19:00-20:00	660
19:00-20:00	1 890	21:00-24:00	390	20:00-21:00	480
20:00-21:00	2 010			21:00-24:00	330
21:00-24:00	480				

CONVERSION TABLE

Duration	5"	10"	15"	20"	25"	30"	35"	40"	45"	50"	55"	60"
Multiply Rate	0.75	0.75	0.75	0.80	0.80	1.00	1.15	1.30	1.50	1.65	1.80	2.00

Source: BRC RAMS Amplify Xtab Dec '23 RA23

NATIONAL COVERAGE
Adults (Age 15+)
Listenership: **1,119,000**



phalaphalafm.co.za
Facebook: Phalaphala FM: Ri Na 'Nwi Misi Yothe
Twitter: Phalaphala_Officialpage
Instagram: Phalaphala FM: Ri Na 'Nwi Misi Yothe
YouTube: @Phalaphala
TikTok: phalaphala_fm



THOBELAFM

MOŠATE WA TSEBO LE BOITHABIŠO

Thobela FM stands as a dynamic and contemporary voice for Sepedi-speaking and understanding South Africans who value and honour their cultural heritage. As a trusted custodian of the Northern Sotho community, the station commands the confidence of its listeners through credible and meaningful messaging.

Committed to delivering authentic, relevant, and up-to-date content, **Thobela FM** consistently engages with local trends and maintains its position as one of South Africa's top 10 radio stations.

EFFECTIVE 1 JULY 2025

MONDAY - FRIDAY		SATURDAY		SUNDAY	
TIME BAND	NET RATES	TIME BAND	NET RATES	TIME BAND	NET RATES
00:00-03:00	210	00:00-05:00	420	00:00-06:00	420
03:00-05:00	2 970	05:00-06:00	1 770	06:00-07:00	4 170
05:00-06:00	2 970	06:00-07:00	5 010	07:00-08:00	5 610
06:00-09:00	11 010	07:00-09:00	5 910	08:00-11:00	4 410
09:00-12:00	5 610	09:00-10:00	3 450	11:00-13:00	4 410
12:00-13:00	5 310	10:00-13:00	2 970	13:00-15:00	2 490
13:00-15:00	5 010	13:00-14:00	1 890	15:00-17:30	2 730
15:00-18:00	6 210	14:00-15:00	1 890	17:30-20:00	2 250
18:00-19:00	4 710	15:00-18:00	2 490	20:00-21:00	780
19:00-20:30	5 010	18:00-22:00	1 650	21:00-22:00	600
20:30-21:00	5 310	22:00-24:00	600	22:00-23:00	600
21:00-22:00	1 530			23:00-24:00	600
22:00-24:00	660				

CONVERSION TABLE

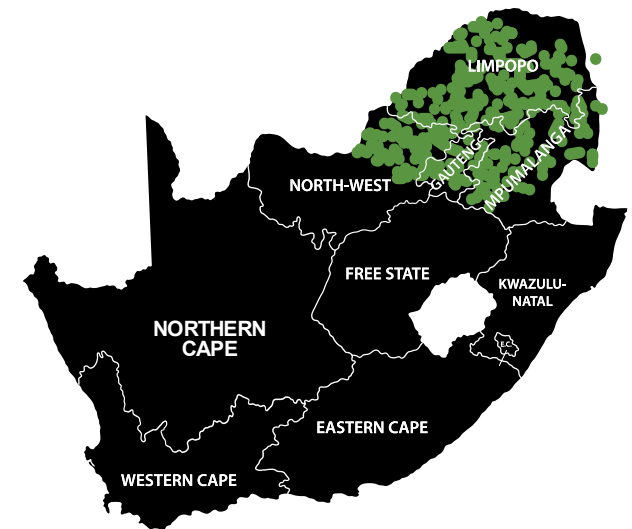
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Multiply Rate	0.75	0.75	0.75	0.80	0.80	1.00	1.15	1.30	1.50	1.65	1.80	2.00

Source: BRC RAMS Amplify Xtab Dec '23 RA23

NATIONAL COVERAGE

Adults (Age 15+)

Listenership: 2,713,000



thobelafm.co.za

@ThobelaFMYaka

@thobelafmyaka

Thobela FM

Thobelafm FM Yaka

Thobelafm



TruFM is a Public Broadcasting Service (PBS) platform dedicated to the youth, the young at heart, and the leaders of tomorrow. The station serves its pre-urban, ambitious, confident, and vibrant Eastern Cape audience by providing content that supports personal growth and enhances quality of life. Broadcasting predominantly in English (60%) and IsiXhosa (40%), **TruFM** offers programming that resonates with its youthful listeners in their mother tongue while fostering cultural connection across the region.

With a focus on inspiring young minds, **TruFM** delivers interactive, positive, and socially conscious content designed to empower its audience today and prepare them for the opportunities of tomorrow.

EFFECTIVE 1 JULY 2025

MONDAY - FRIDAY

SATURDAY

SUNDAY

TIME BAND	NET RATES	TIME BAND	NET RATES	TIME BAND	NET RATES
00:00-03:00	180	00:00-03:00	180	00:00-03:00	240
03:00-06:00	300	03:00-06:00	390	03:00-06:00	720
06:00-09:00	1 650	06:00-09:00	660	06:00-09:00	720
09:00-11:30	1 050	09:00-12:00	780	09:00-12:00	900
11:30-12:00	840	12:00-15:00	1 290	12:00-15:00	1 290
12:00-15:00	1 050	15:00-17:00	1 170	15:00-17:00	660
15:00-18:00	1 770	17:00-18:00	1 410	17:00-18:00	660
18:00-19:00	1 290	18:00-21:00	600	18:00-21:00	1 050
19:00-22:00	540	21:00-24:00	540	21:00-24:00	300
22:00-24:00	390				

CONVERSION TABLE

Duration	5"	10"	15"	20"	25"	30"	35"	40"	45"	50"	55"	60"
Multiply Rate	0.75	0.75	0.75	0.80	0.80	1.00	1.15	1.30	1.50	1.65	1.80	2.00

Source: BRC RAMS Amplify Xtab Dec '23 RA23

NATIONAL COVERAGE

Adults (Age 15+)

Listenership: **252,000**





Ukhozi FM is South Africa's number 1 radio station, with a listenership exceeding 7 million listeners. Broadcasting from Durban in IsiZulu, it ranks among the largest stations on the continent, connecting audiences to their cultural heritage within a contemporary context. The station's diverse musical repertoire, including Maskandi, Mbaqanga, Kwaito, Gospel, Amapiano, Pop, House, Jazz, Hip Hop, and R&B, reflects the varied tastes of its listeners.

Guided by a philosophy of edutainment and infotainment, **Ukhozi FM** offers an engaging platform that provides news, current affairs, talk shows, music, sport, education, weather, and traffic updates. The station prioritises delivering content that fosters upliftment, empowerment, comfort, escapism, cultural connection, and pride.

With a substantial following among IsiZulu-speaking and understanding audiences, particularly youth, **Ukhozi FM** reinforces cultural identity and pride. Featuring acclaimed radio personalities and respected industry figures, the station also supports listeners' personal development through continuous learning and lifestyle guidance relevant to the modern era.

EFFECTIVE 1 JULY 2025

MONDAY - FRIDAY

SATURDAY

SUNDAY

TIME BAND	NET RATES	TIME BAND	NET RATES	TIME BAND	NET RATES
00:00-03:00	900	00:00-03:00	1 290	00:00-03:00	960
03:00-05:00	8 760	03:00-06:00	5 010	03:00-06:00	9 210
05:00-06:00	13 080	06:00-07:00	15 240	06:00-07:00	9 660
06:00-09:00	22 620	07:00-09:00	15 240	07:00-09:00	9 210
09:00-12:00	18 840	09:00-12:00	13 800	09:00-12:00	8 760
12:00-12:30	13 080	12:00-15:00	7 860	12:00-15:00	5 310
12:30-15:00	13 080	15:00-18:00	7 860	15:00-17:00	6 210
15:00-18:00	21 600	18:00-21:00	3 930	17:00-20:00	3 210
18:00-19:00	12 360	21:00-24:00	3 210	20:00-21:00	3 690
19:00-20:00	10 110			21:00-24:00	720
20:00-24:00	2 130				

CONVERSION TABLE

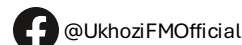
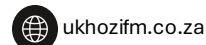
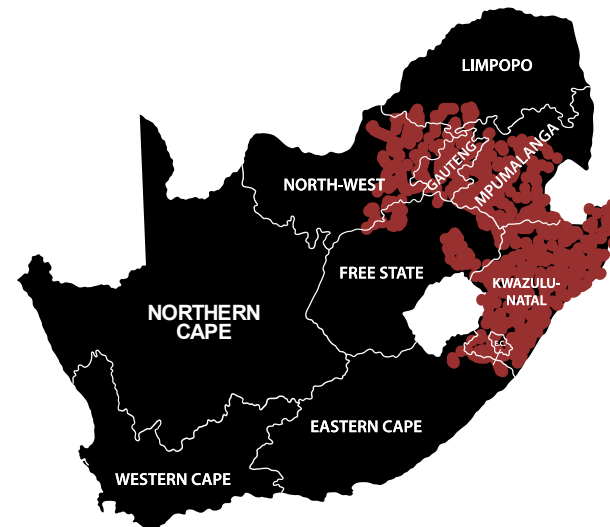
Duration	5"	10"	15"	20"	25"	30"	35"	40"	45"	50"	55"	60"
Multiply Rate	0.75	0.75	0.75	0.80	0.80	1.00	1.15	1.30	1.50	1.65	1.80	2.00

Source: BRC RAMS Amplify Xtab Dec '23 RA23

NATIONAL COVERAGE

Adults (Age 15+)

Listenership: **7,546,000**





Broadcasting from Port Elizabeth, Cape Town, Mthatha, and Johannesburg, **Umhlobo Wenene FM** is a leading medium in the Eastern and Western Cape, consistently outperforming others. It is the only African language station broadcasting in seven of South Africa's nine provinces, reaching all major metropolitan areas.

Serving IsiXhosa-speaking audiences, the station is a vital platform for preserving language, customs, and traditions. As a Public Broadcasting Service station, **Umhlobo Wenene FM** offers more than content, it delivers genuine care, strengthening its connection with listeners, clients, and colleagues. Its programming reflects the values, language, and aspirations of its audience. Featuring Gospel, Afro Pop, Maskandi, South African Hip Hop, Jazz, House, and Yano music, the station enjoys a loyal following among Nguni communities.

Through creativity and cultural relevance, **Umhlobo Wenene FM** enables brands to engage meaningfully with these audiences.

EFFECTIVE 1 JULY 2025

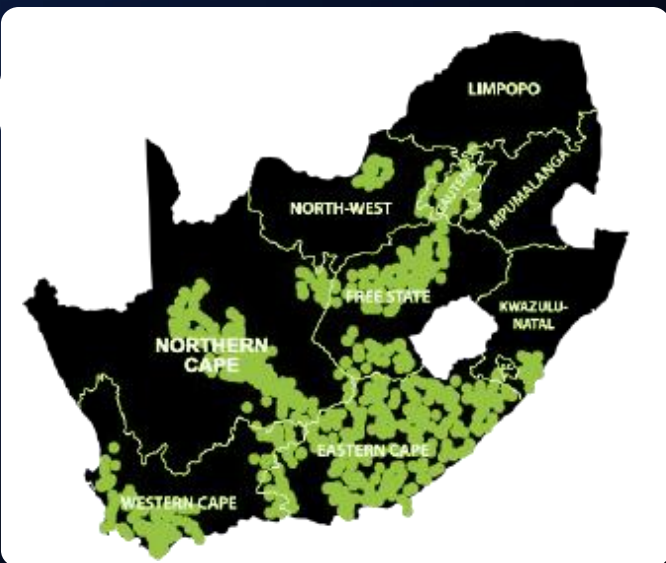
MONDAY - FRIDAY		SATURDAY		SUNDAY	
TIME BAND	NET RATES	TIME BAND	NET RATES	TIME BAND	NET RATES
00:00-03:00	540	00:00-05:00	780	00:00-04:30	330
03:00-05:00	4 410	05:00-06:00	2 730	04:30-09:00	5 610
05:00-06:00	10 560	06:00-07:00	3 930	09:00-11:00	6 810
06:00-09:00	16 680	07:00-08:00	6 810	11:00-13:00	5 310
09:00-12:00	10 560	08:00-10:00	7 110	13:00-15:00	5 310
12:00-13:00	7 110	10:00-13:00	6 210	15:00-18:00	5 010
13:00-15:00	5 910	13:00-15:00	6 210	18:00-19:00	2 010
15:00-18:00	9 660	15:00-18:00	4 710	19:00-22:00	2 010
18:00-19:00	6 510	18:00-21:00	2 490	22:00-24:00	420
19:00-21:00	7 110	21:00-24:00	780		
21:00-22:00	1 770				
22:00-24:00	1 050				

CONVERSION TABLE

Duration	5"	10"	15"	20"	25"	30"	35"	40"	45"	50"	55"	60"
Multiply Rate	0.75	0.75	0.75	0.80	0.80	1.00	1.15	1.30	1.50	1.65	1.80	2.00

Source: BRC RAMS Amplify Xtab Dec '23 RA23

NATIONAL COVERAGE
 Adults (Age 15+)
 Listenership: **4,183,000**



umhlobowenenefm.co.za
 @umhlobowenenefm 88-106
 @UWFM88-106FM
 @umhlobowenenefm
 umhlobowenenefm



XK FM serves the San communities of Platfontein in the Northern Cape, dedicated to preserving the !Xun and Khwe cultures while uplifting, developing, and informing these communities. The audience comprises primarily the !Xun, representing 64% of listeners, and the Khwe, largely within LSM 1–6.

The listener age profile includes just under 30% aged 16–24, 30% over 50, 34% between 25–34, and 15% aged 35–49. Broadcasting in !Xuntali and Khwedam, with Afrikaans as a bridging language, **XK FM's** programming combines talk and music, emphasising the rich heritage of the San people.

The music selection is predominantly traditional San, alongside South African and a limited range of international tracks. Talk content focuses on cultural topics and community life.

EFFECTIVE 1 JULY 2025

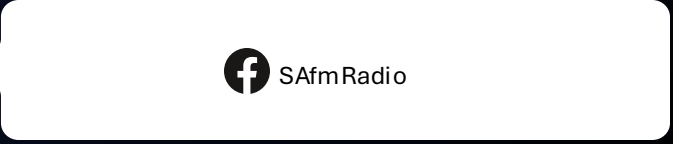
MONDAY - FRIDAY		SATURDAY		SUNDAY	
TIME BAND	NET RATES	TIME BAND	NET RATES	TIME BAND	NET RATES
00:00-06:00	390	00:00-06:00	360	00:00-06:00	360
06:00-09:00	390	06:00-09:00	360	06:00-09:00	360
09:00-12:00	390	09:00-12:00	360	09:00-12:00	360
12:00-15:00	390	12:00-15:00	360	12:00-15:00	360
15:00-19:00	390	15:00-19:00	360	15:00-19:00	360
19:00-21:00	390	19:00-21:00	360	19:00-21:00	360
21:00-24:00	390	21:00-24:00	360	21:00-24:00	360

CONVERSION TABLE

Duration	5"	10"	15"	20"	25"	30"	35"	40"	45"	50"	55"	60"
Multiply Rate	0.75	0.75	0.75	0.80	0.80	1.00	1.15	1.30	1.50	1.65	1.80	2.00

Source: BRC RAMS Amplify Xtab Dec '23 RA23

NATIONAL COVERAGE
Adults (Age 15+)
Listenership: **1,000**





Channel Africa is an international online radio station broadcasting via satellite and the internet to a global audience. It offers programming in five languages: English, French, Chinyanja, Portuguese, and KiSwahili. With a network of approximately 100 correspondents across the continent, **Channel Africa** provides timely and comprehensive coverage of developments as they unfold.

The station's mandate is to advance South Africa's interests by producing innovative, engaging, and thought-provoking content, while contributing to the broader development of Africa. Broadcasting around the clock, **Channel Africa's** reach extends to the Americas, Europe, the United States and Asia.

EFFECTIVE 1 JULY 2025

MONDAY - FRIDAY		SATURDAY		SUNDAY	
TIME BAND	NET RATES	TIME BAND	NET RATES	TIME BAND	NET RATES
00:00-03:00	330	00:00-03:00	330	00:00-03:00	330
03:00-06:00	660	03:00-06:00	330	03:00-06:00	330
06:00-09:00	660	06:00-09:00	600	06:00-09:00	600
09:00-12:00	660	09:00-12:00	540	09:00-12:00	540
12:00-13:00	600	12:00-14:00	540	12:00-14:00	540
13:00-16:00	540	14:00-17:00	540	14:00-17:00	540
16:00-17:00	600	17:00-18:00	330	17:00-18:00	420
17:00-18:00	330	18:00-19:00	420	18:00-19:00	330
18:00-19:00	330	19:00-20:00	330	19:00-20:00	330
19:00-20:00	330	20:00-24:00	330	20:00-24:00	330
20:00-21:00	330				
21:00-22:00	330				
22:00-24:00	330				

CONVERSION TABLE

Duration	5"	10"	15"	20"	25"	30"	35"	40"	45"	50"	55"	60"
Multiply Rate	0.75	0.75	0.75	0.80	0.80	1.00	1.15	1.30	1.50	1.65	1.80	2.00

Source: BRC RAMS Amplify Xtab Dec '23 RA23

AFRICA AND BEYOND



channelafrica.co.za

@ChannelAfrica1

@ChannelAfrica1

@ChannelAfrica1

@ChannelAfrica1

@channelafrica1

FORTUNE 4





lotus
87.7-106.8 fm
share the experience

Lotus FM is dedicated to meeting the cultural, informational, and entertainment needs of South Africa's affluent Indian community, spanning the religious traditions of Hinduism, Islam, and Christianity, and broadcasting in six languages.

Rooted in strong editorial values, the station's programming reflects a proud South African Indian identity while celebrating the richness of Indian culture and heritage. With a discerning audience, **Lotus FM** offers a compelling mix of quality talk, up-to-date news, and a curated blend of Eastern and Western music while maintaining a deep connection to both faith and cultural tradition.

EFFECTIVE 1 JULY 2025

MONDAY - FRIDAY

SATURDAY

SUNDAY

TIME BAND	NET RATES	TIME BAND	NET RATES	TIME BAND	NET RATES
00:00-05:00	210	00:00-05:00	180	00:00-06:00	210
05:00-06:00	720	05:00-06:00	240	06:00-09:00	960
06:00-09:00	2 250	06:00-09:00	1 770	09:00-12:00	1 050
09:00-12:00	2 490	09:00-12:00	1 170	12:00-13:00	720
12:00-12:30	1 890	12:00-13:00	540	13:00-15:00	780
12:30-15:00	1 890	13:00-15:00	540	15:00-17:00	720
15:00-18:00	1 530	15:00-18:00	540	17:00-19:00	270
18:00-19:00	480	18:00-21:00	240	19:00-22:00	330
19:00-21:00	420	21:00-24:00	240	22:00-24:00	210
21:00-24:00	210				

CONVERSION TABLE

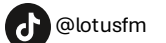
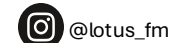
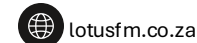
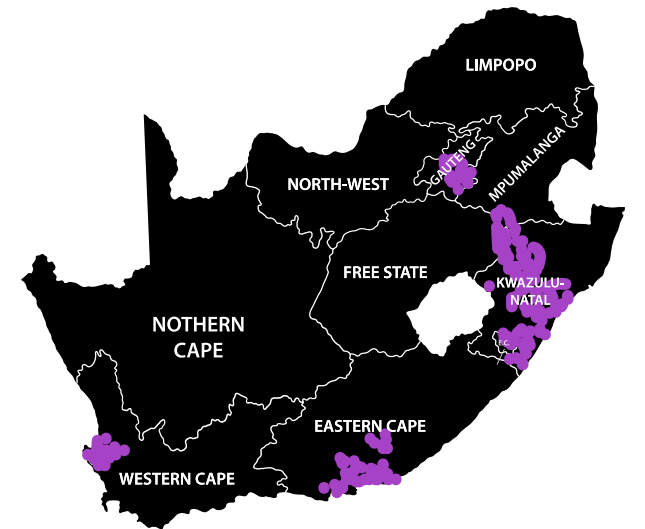
Duration	5"	10"	15"	20"	25"	30"	35"	40"	45"	50"	55"	60"
Multiply Rate	0.75	0.75	0.75	0.80	0.80	1.00	1.15	1.30	1.50	1.65	1.80	2.00

Source: BRC RAMS Amplify Xtab Dec '23 RA23

NATIONAL COVERAGE

Adults (Age 15+)

Listenership: **237,000**





97.2 – 100 FM Nationwide

Radio 2000 is a rapidly growing national radio station, known for its cosmopolitan, music-driven format and English-language programming. The station delivers high-quality content that encourages thoughtful dialogue and reflects South Africa's rich cultural diversity with a unifying tone.

With a lifestyle-focused lineup, **Radio 2000** covers topics such as family, arts and culture, travel, sports news, business, and personal finance. The station also contributes to national discourse, offering mature, informed perspectives on key societal issues.

Its listenership includes captains of industry, opinion leaders, and accomplished entrepreneurs; an audience drawn to the station's sophisticated blend of entertainment and substance.

EFFECTIVE 1 JULY 2025

MONDAY - FRIDAY

SATURDAY

SUNDAY

TIME BAND	NET RATES	TIME BAND	NET RATES	TIME BAND	NET RATES
00:00-03:00	480	00:00-03:00	330	00:00-03:00	480
03:00-04:00	420	03:00-06:00	1 050	03:00-06:00	660
04:00-06:00	780	06:00-09:00	2 490	06:00-09:00	2 130
06:00-09:00	4 170	09:00-12:00	2 490	09:00-12:00	2 490
09:00-12:00	2 970	12:00-15:00	2 010	12:00-15:00	2 490
12:00-15:00	2 970	15:00-18:00	2 010	15:00-18:00	2 490
15:00-18:00	4 170	18:00-21:00	1 170	18:00-19:00	960
18:00-19:00	3 210	21:00-24:00	720	19:00-22:00	720
19:00-21:00	2 970			22:00-24:00	720
21:00-24:00	900				

CONVERSION TABLE

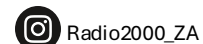
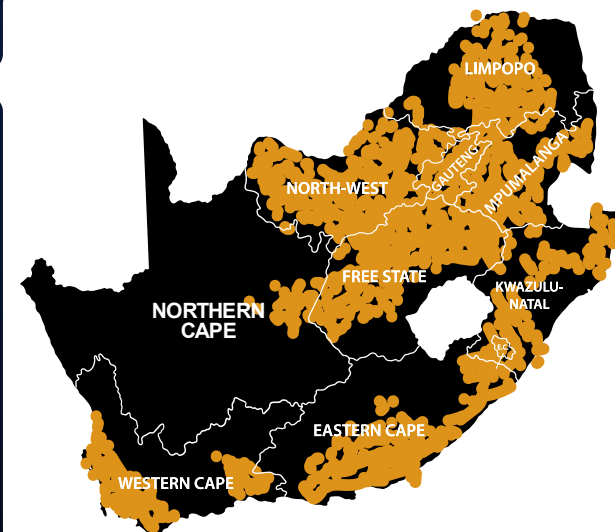
Duration	5"	10"	15"	20"	25"	30"	35"	40"	45"	50"	55"	60"
Multiply Rate	0.75	0.75	0.75	0.80	0.80	1.00	1.15	1.30	1.50	1.65	1.80	2.00

Source: BRC RAMS Amplify Xtab Dec '23 RA23

NATIONAL COVERAGE

Adults (Age 15+)

Listenership: **1,929,000**





RSG is a dynamic, full-spectrum radio station offering a comprehensive and relevant Afrikaans language service that resonates with the needs and interests of its audience. As an inclusive platform, **RSG** caters to all who speak or understand Afrikaans, regardless of demographic background, positioning itself as the preferred choice for diverse listeners.

The station presents a rich musical offering; ranging from Afrikaans, Classical, Pop, and Jazz to Gospel, Country, and more. The station is designed to engage forward-thinking individuals who value cultural connection within a democratic South Africa.

RSG's strong digital presence complements its on-air content, fostering active engagement with an involved and loyal audience. Trusted for its fair, credible, and high-quality programming, **RSG** provides listeners with a sense of support, comfort, and continuity, while affirming their cultural and social identity.

EFFECTIVE 1 JULY 2025

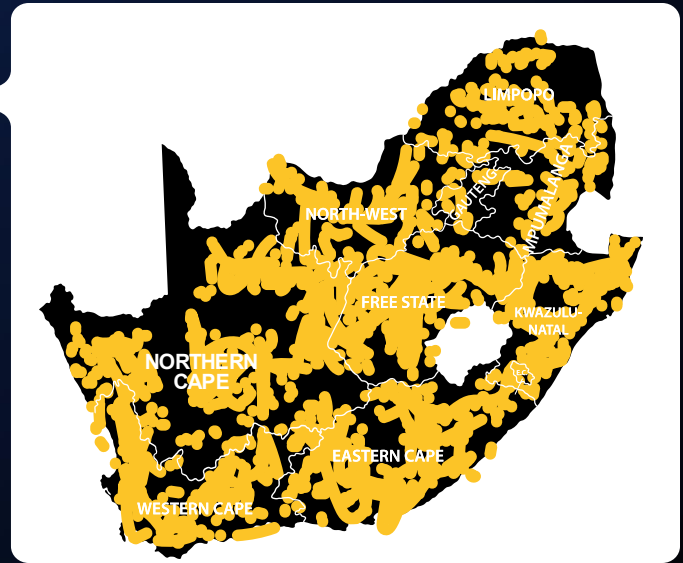
MONDAY - FRIDAY		SATURDAY		SUNDAY	
TIME BAND	NET RATES	TIME BAND	NET RATES	TIME BAND	NET RATES
00:00-05:00		00:00-05:00		00:00-05:00	0
05:00-06:00	4 710	05:00-06:00	1 770	05:00-06:00	840
06:00-07:00	15 240	06:00-10:00	6 510	06:00-10:00	4 710
07:00-09:00	15 240	10:00-13:00	6 810	10:00-12:00	4 170
09:00-12:00	7 110	13:00-14:00	7 410	12:00-15:00	3 210
12:00-13:00	8 760	14:00-17:00	4 710	15:00-18:00	3 930
13:00-15:00	8 760	17:00-19:00	5 010	18:00-20:00	960
15:00-18:00	11 010	19:00-21:00	1 290	20:00-21:00	960
18:00-19:00 (MoneyWeb Hour)	11 010	21:00-24:00	390	21:00-24:00	390
19:00-21:00	2 010				
21:00-24:00	720				

CONVERSION TABLE

Duration	5"	10"	15"	20"	25"	30"	35"	40"	45"	50"	55"	60"
Multiply Rate	0.75	0.75	0.75	0.80	0.80	1.00	1.15	1.30	1.50	1.65	1.80	2.00

Source: BRC RAMS Amplify Xtab Dec '23 RA23

NATIONAL COVERAGE
Adults (Age 15+)
Listenership: **1,265,00**



rsg.co.za
[zarsg](https://www.facebook.com/zarsg)
[@rsg_100104fm](https://www.instagram.com/rsg_100104fm)
[zarsg](https://www.youtube.com/zarsg)



Leading The Conversation

SAfm is committed to delivering credible, up-to-date news and in-depth analysis of current affairs, aligned with its mandate as a Public Broadcasting Service. The station also explores broader themes and topics of national relevance, presenting content in a way that informs and adds value to all South Africans.

With a focus on quality programming for a discerning audience, SAfm targets mature, informed listeners across the country, particularly decision-makers who rely on thoughtful, enabling content to stay abreast of developments shaping society.

EFFECTIVE 1 JULY 2025

MONDAY - FRIDAY

SATURDAY

SUNDAY

TIME BAND	NET RATES	TIME BAND	NET RATES	TIME BAND	NET RATES
00:00-03:00	300	00:00-03:00	360	00:00-03:00	300
03:00-05:00	540	03:00-06:00	420	03:00-06:00	390
05:00-06:00	660	06:00-07:00	2 010	06:00-07:00	540
06:00-09:00	7 860	07:00-10:00	2 130	07:00-10:00	900
09:00-12:00	2 730	10:00-13:00	1 290	10:00-13:00	1 290
12:00-13:00	2 490	13:00-16:00	960	13:00-16:00	900
13:00-15:00	2 970	16:00-19:00	960	16:00-19:00	900
15:00-18:00	5 310	19:00-21:00	420	19:00-21:00	660
18:00-19:00	5 310	21:00-22:00	390	21:00-22:00	390
19:00-20:00	660	22:00-24:00	180	22:00-24:00	300
20:00-22:00	480				
22:00-24:00	480				

CONVERSION TABLE

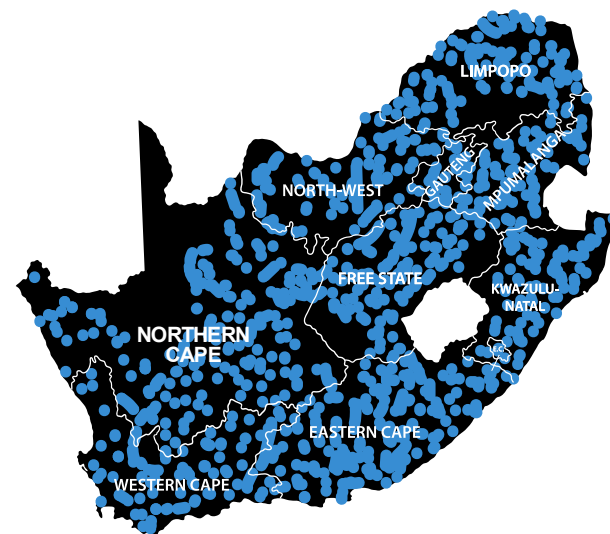
Duration	5"	10"	15"	20"	25"	30"	35"	40"	45"	50"	55"	60"
Multiply Rate	0.75	0.75	0.75	0.80	0.80	1.00	1.15	1.30	1.50	1.65	1.80	2.00

Source: BRC RAMS Amplify Xtab Dec '23 RA23 Q4

NATIONAL COVERAGE

Adults (Age 15+)

Listenership: 566,000



safm.co.za

SAfmRadio

SAfmRadio

safmfm

STANDARD PACKAGES





STANDARD PACKAGE | DRIVE TIME

JULY 2025 RATES

Station	Package (Choose one of the features below)	Time Slot	30" Rate	Insertions per Week	Value	Savings	Investment
Good Hope	News Sport Traffic Weather Economics	06:00-09:00 &	R 6 660	10	R 59 940	R 29 970	R 29 970
Metro FM			R 55 860	10	R 502 740	R 251 370	R 251 370
5 FM		15:00-18:00	R 20 220	10	R 181 980	R 90 990	R 90 990
RSG	News Sport Traffic Weather Economics	06:00-09:00 &	R 26 250	10	R 236 250	R 118 125	R 118 125
SAFM			R 13 170	10	R 118 530	R 59 265	R 59 265
Lotus FM*		15:00-18:00	R 3 780	10	R 34 020	R 17 010	R 17 010
Radio 2000*			R 8 340	10	R 75 060	R 37 530	R 37 530
* No Economics							
Ikwekwezi FM	News Sport Traffic Weather Economics	06:00-09:00 &	R 5 820	10	R 52 380	R 26 190	R 26 190
Ligwalagwala FM			R 7 380	10	R 66 420	R 33 210	R 33 210
TruFM		15:00-18:00	R 3 420	10	R 30 780	R 15 390	R 15 390
Lesedi FM	News Sport Traffic Economics	06:00-09:00 &	R 23 550	10	R 211 950	R 105 975	R 105 975
Motsweding FM			R 17 370	10	R 156 330	R 78 165	R 78 165
Munghana Lonene FM		15:00-18:00	R 6 420	10	R 57 780	R 28 890	R 28 890
Ukhozi FM	News Sport Traffic	06:00-09:00 &	R 44 220	10	R 397 980	R 198 990	R 198 990
Thobela FM			R 17 220	10	R 154 980	R 77 490	R 77 490
Phalaphala FM		15:00-18:00	R 5 220	10	R 46 980	R 23 490	R 23 490
Umhlobo Wenene FM			R 26 340	10	R 237 060	R 118 530	R 118 530
Ukhozi FM	Weather	06:00-09:00	R 22 620	5	R 203 580	R 101 790	R 101 790
Munghana Lonene FM			R 3 690	5	R 33 210	R 16 605	R 16 605
Motsweding FM			R 10 560	5	R 95 040	R 47 520	R 47 520
Umhlobo Wenene FM			R 16 680	5	R 150 120	R 75 060	R 75 060
Lesedi FM	Weather	15:00-18:00	R 8 310	5	R 74 790	R 37 395	R 37 395
Thobela FM	Economics	06:00-09:00	R 11 010	5	R 99 090	R 49 545	R 49 545
Phalaphala FM	Economics	15:00-18:00	R 2 010	5	R 18 090	R 9 045	R 9 045

July 2025 Rates				
Station @ 13h00 Mon-Fri	30" Rate	Value	Savings	Investment
5FM	R 4 710	R 42 390	R 21 195	R 21 195
Good Hope FM	R 2 490	R 22 842	R 11 421	R 11 421
METRO FM	R 16 680	R 150 120	R 75 060	R 75 060
RSG	R 8 760	R 78 840	R 39 420	R 39 420
SAFM	R 2 970	R 26 730	R 13 365	R 13 365
Lotus	R 1 890	R 17 010	R 8 505	R 8 505
Radio 2000	R 2 970	R 26 730	R 13 365	R 13 365
Thobela FM	R 5 010	R 45 090	R 22 545	R 22 545
Phalaphala FM	R 2 130	R 19 170	R 9 585	R 9 585
Munghana Lonene	R 2 970	R 26 730	R 13 365	R 13 365
Ikwewezi FM	R 1 770	R 15 930	R 7 965	R 7 965
Ligwalagwala FM	R 2 130	R 19 170	R 9 585	R 9 585
Lesedi FM	R 7 410	R 66 690	R 33 345	R 33 345
Motsweding FM	R 5 310	R 47 790	R 23 895	R 23 895
Umhlobo Wenene FM	R 7 110	R 63 990	R 31 995	R 31 995
TruFM	R 1 050	R 9 450	R 4 725	R 4 725
Ukhozi FM	R 13 080	R 117 720	R 58 860	R 58 860

July 2025 Rates

Feature	Stations	Broadcast Time	Duration	Day	Commercial Content*	Cost Per Broadcast	13 Weeks	Savings	Investment
Gospel	Ukhozi FM	08h00-11h00	3hrs	Sun	6x30" & 6x10"	R 112 185	R 1 458 405	R 656 282	R 802 123
	Umkhobo Wenene FM	05h00-09h00	4hrs	Sun	8x30" & 8x10"	R 95 580	R 1 242 540	R 559 143	R 683 397
	Umkhobo Wenene FM	09h00-11h00	2hrs	Sun	4x30" & 4x10"	R 55 890	R 726 570	R 326 957	R 399 614
	Lesedi FM	11h00-12h00	1hr	Sun	2x30" & 2x10"	R 31 995	R 415 935	R 187 171	R 228 764
	Thobela FM	08h00-11h00	3hrs	Sun	6x30" & 6x10"	R 59 535	R 773 955	R 348 280	R 425 675
	Thobela FM	21h00-22h00	1hr	Sun	3x30" & 3x10"	R 2 700	R 35 100	R 15 795	R 19 305
	Motswedding FM	06h00-09h00	3hrs	Sun	6x30" & 6x10"	R 46 575	R 605 475	R 272 464	R 333 011
	Motswedding FM	20h00-21h00	1hr	Sun	2x30" & 2x10"	R 7 425	R 96 525	R 43 436	R 53 089
	Motswedding FM	20h00-21h00	4hrs	Sun	8x30" & 8x10"	R 29 700	R 386 100	R 173 745	R 212 355
	Ikwekwezi FM	07h00-09h00	2hrs	Sun	4x30" & 4x10"	R 10 530	R 136 890	R 61 601	R 75 290
	Ligwala gwala FM	07h00-09h00	2hrs	Sun	4x30" & 4x10"	R 19 170	R 249 210	R 112 145	R 137 066
	Munghana Lonene FM	06h00-09h00	3hrs	Sun	6x30" & 6x10"	R 22 275	R 289 575	R 130 309	R 159 266
	Munghana Lonene FM	19h00-22h00	3hrs	Sun	6x30" & 6x10"	R 9 720	R 126 360	R 56 862	R 69 498
	Phalaphala FM	07h00-10h00	3hrs	Sun	6x30" & 6x10"	R 20 655	R 268 515	R 120 832	R 147 683
	Trufm	06h00-09h00	3hrs	Sun	6x30" & 6x10"	R 9 720	R 126 360	R 56 862	R 69 498
	Metro FM	06h00-09h00	3hrs	Sun	6x30" & 6x10"	R 71 685	R 931 905	R 419 357	R 512 548
	RSG	08h10-09h00	1hrs	Sun	2x30" & 2x10"	R 19 845	R 257 985	R 116 093	R 141 892
Lotus FM	19h00-20h00	1hrs	Sun	2x30" & 2x10"	R 1 485	R 19 305	R 8 687	R 10 618	
SAFM	18h00-20h00	2hrs	Sun	4x30" & 4x10"	R 8 100	R 105 300	R 47 385	R 57 915	
Choral	Ukhozi FM	21h00-22h00	1hr	Sun	2x30" & 2x10"	R 3 240	R 42 120	R 18 954	R 23 166
	Umkhobo Wenene FM	13h00-15h00	2hrs	Sun	4x30" & 4x10"	R 45 090	R 586 170	R 263 777	R 322 394
	Lesedi FM	21h00-23h00	2hrs	Sun	4x30" & 4x10"	R 13 770	R 179 010	R 80 555	R 98 456
	Thobela FM	19h00-20h00	1hr	Sun	2x30" & 2x10"	R 10 125	R 131 625	R 59 231	R 72 394
	Munghana Lonene	05h00-06h00	1hr	Sun	2x30" & 2x10"	R 2 430	R 31 590	R 14 216	R 17 375
	Motswedding FM	06h00-07h00	1hr	Sun	2x30" & 2x10"	R 15 525	R 201 825	R 90 821	R 111 004
	Motswedding FM	14h00-15h00	1hr	Sun	2x30" & 2x10"	R 10 125	R 131 625	R 59 231	R 72 394
	Ikwekwezi FM	21h00-22h00	1hr	Sun	2x30" & 2x10"	R 1 080	R 14 040	R 6 318	R 7 722
	Ligwala gwala FM	18h00-19h00	1hr	Sun	2x30" & 2x10"	R 4 050	R 52 650	R 23 693	R 28 958
	Phalaphala FM	05h00-06h00	1hr	Sun	2x30" & 2x10"	R 1 350	R 17 550	R 7 898	R 9 653
SAFM	12h00-13h00	1hr	Sun	2x30" & 2x10"	R 5 805	R 75 465	R 33 959	R 41 506	

*All sponsorships include OBB and CBB
 30" spots...10" stings
 To qualify for the 45% discount, buy a minimum of 13 weeks sponsorship.

STANDARD PACKAGES - GENRE

July 2025 Rates

Feature	Stations	Broadcast Time	Duration	Day	Commercial Content*	Cost Per Broadcast	13 Weeks	Savings	Investment
Jazz	Ukhozi FM	18h00 - 20h00	2hrs	Sun	4x30" & 4x10"	R 28 890	R 375 570	R 169 007	R 206 564
	Umhlobo Wenene FM	22h00-24h00	2hrs	Sun	4x30" & 4x10"	R 3 780	R 49 140	R 22 113	R 27 027
	Lesedi FM	17h30-19h30	2hrs	Sun	4x30" & 4x10"	R 13 770	R 179 010	R 80 555	R 98 456
	Thobela FM	13h00-15h00	2hrs	Sun	4x30" & 4x10"	R 22 410	R 291 330	R 131 099	R 160 232
	Motswedding FM	18h00 - 20h00	2hrs	Sun	4x30" & 4x10"	R 4 860	R 63 180	R 28 431	R 34 749
	Phalaphala FM	13h00-14h30	1.5hr	Sun	3x30" & 2x10"	R 5 265	R 68 445	R 30 800	R 37 645
	METRO FM	21h00 - 24h00	3hrs	Sun	4x30" & 4x10"	R 25 515	R 331 695	R 149 263	R 182 432
	SAFM	22h00-24h00	2hrs	Fri	4x30" & 4x10"	R 4 320	R 56 160	R 25 272	R 30 888
	SAFM	21h00-24h00	3hrs	Sat	6x30" & 6x10"	R 5 265	R 68 445	R 30 800	R 37 645
	R2000	21h00-24h00	3hrs	Sun	6x30" & 6x10"	R 9 720	R 126 360	R 56 862	R 69 498
	Ligwalagwala	12h00-13h00	1hr	Sun	2x30" & 2x10"	R 9 450	R 122 850	R 55 283	R 67 568
Chart Shows	Ukhozi FM	12h00-15h00	3hrs	Sat	6x30" & 6x10"	R 100 035	R 1 300 455	R 585 205	R 715 250
	Lesedi FM	09h00-12h00	3hrs	Sat	6x30" & 6x10"	R 83 835	R 1 089 855	R 490 435	R 599 420
	Thobela FM	10h00-13h00	3hrs	Sat	6x30" & 6x10"	R 36 855	R 479 115	R 215 602	R 263 513
	Motswedding FM	09h00-12h00	3hrs	Sat	6x30" & 6x10"	R 56 295	R 731 835	R 329 326	R 402 509
	Ikwekwezi FM	10h00-11h00	1hrs	Sat	2x30" & 2x10"	R 4 320	R 56 160	R 25 272	R 30 888
	Ligwalagwala FM	07h00-09h00	2hrs	Sat	4x30" & 4x10"	R 19 170	R 249 210	R 112 145	R 137 066
	Munghana Lonene FM	09h00-12h00	3hr	Sat	6x30" & 6x10"	R 27 135	R 352 755	R 158 740	R 194 015
	Phalaphala FM	07h00-09h00	2hrs	Sat	4x30" & 4x10"	R 14 850	R 193 050	R 86 873	R 106 178
	Trufm	09h00-12h00	3hrs	Sat	6x30" & 6x10"	R 10 530	R 136 890	R 61 601	R 75 290
	METRO FM	09h00-13h00	4hrs	Sat	8x30" & 8x10"	R 274 320	R 3 566 160	R 1 604 772	R 1 961 388
	Good Hope FM	09h00-12h00	3hrs	Sat	6x30" & 6x10"	R 30 375	R 394 875	R 177 694	R 217 181
	5FM	10h00-14h00	4hrs	Sat	8x30" & 8x10"	R 79 380	R 1 031 940	R 464 373	R 567 567
	Radio 2000	12h00-15h00	3hrs	Sat	6x30" & 6x10"	R 27 135	R 352 755	R 158 740	R 194 015
	Lotus fm	13h00-15h00	2hrs	Sat	4x30" & 4x10"	R 4 860	R 63 180	R 28 431	R 34 749

*All sponsorships include OBB and CBB
 30" spots...10" stings
 To qualify for the 45% discount, buy a minimum of 13 weeks sponsorship.



STANDARD PACKAGES - GENRE

July 2025 Rates										
Feature	Stations	Broadcast Time	Duration	Day	Commercial Content*	Cost Per Broadcast	5 Day Broadcast	13 Weeks	Savings	Investment
Drama	Ukhozi FM	15h10-15h25	15 Min	Mon-Thu	1x30"	R 30 870	R 123 480	R 1 605 240	R 722 358	R 882 882
	Ukhozi FM	10h40-10h45	5 Min	Mon-Thu	1x30"	R 27 180	R 108 720	R 1 413 360	R 636 012	R 777 348
	Umhlobo Wenene FM	21h40-21h55	15 Min	Mon-Fri	1x30"	R 2 655	R 13 275	R 172 575	R 77 659	R 94 916
	Lesedi FM	13h40-13h55	15 Min	Mon-Fri	1x30"	R 10 215	R 51 075	R 663 975	R 298 789	R 365 186
	Thobela FM	19h45-20h00	15 Min	Mon-Fri	1x30"	R 7 065	R 35 325	R 459 225	R 206 651	R 252 574
	Motswedding FM	05h20-05h40	20 Min	Mon-Fri	1x30"	R 2 835	R 14 175	R 184 275	R 82 924	R 101 351
	Motswedding FM	16h40-16h50	10 Min	Mon-Fri	1x30"	R 9 765	R 48 825	R 634 725	R 285 626	R 349 099
	Ikwekwezi FM	19h40-19h55	10 Min	Mon-Fri	1x30"	R 2 655	R 13 275	R 172 575	R 77 659	R 94 916
	Ligwalagwala FM	19h05-19h20	15 Min	Mon-Fri	1x30"	R 2 835	R 14 175	R 184 275	R 82 924	R 101 351
	Munghana Lonene FM	20h05-20h15	10 Min	Mon-Fri	1x30"	R 2 475	R 12 375	R 160 875	R 72 394	R 88 481
	Phalaphala FM	20h05-20h20	15 Min	Mon-Fri	1x30"	R 3 015	R 15 075	R 195 975	R 88 189	R 107 786
	SAFM	15h45-16h00	15 Min	Mon-Fri	1x30"	R 7 965	R 39 825	R 517 725	R 232 976	R 284 749
Lotus FM	09h45-10h00	15 Min	Mon-Fri	1x30"	R 3 735	R 18 675	R 242 775	R 109 249	R 133 526	
							5 Day Broadcast			
Funeral Notices	Ukhozi FM	22h10-22h20	10 Min	Wed	1x30" & 2x10"	R 3 195	R 3 195	R 41 535	R 18 691	R 22 844
	Umhlobo Wenene FM	21h30-21h40	10 Min	Mon-Thu	1x30"	R 7 065	R 28 260	R 367 380	R 165 321	R 202 059
	Thobela FM	21h00-21h30	30 Min	Mon-Fri	2x30" & 2x10"	R 4 230	R 21 150	R 274 950	R 123 728	R 151 223
	Motswedding FM	05h35-05h45	10 Min	Mon-Thu	1x30"	R 2 835	R 11 340	R 147 420	R 66 339	R 81 081
	Motswedding FM	11h50-12h00	10 Min	Mon-Thu	1x30"	R 13 140	R 52 560	R 683 280	R 307 476	R 375 804
	Motswedding FM	20h10-20h20	10 Min	Mon-Thu	1x30"	R 2 475	R 9 900	R 128 700	R 57 915	R 70 785
	Ikwekwezi FM	20h05-20h30	25 Min	Mon-Fri	1x30"	R 5 310	R 26 550	R 345 150	R 155 318	R 189 833
	Ligwalagwala FM	19h30-19h40	15 Min	Tue-Thu	1x30"	R 5 670	R 17 010	R 221 130	R 99 509	R 121 622
	Munghana Lonene FM	20h30-21h00	30 Min	Mon-Fri	1x30" & 2x10"	R 4 950	R 24 750	R 321 750	R 144 788	R 176 963
	Phalaphala FM	21h00-21h45	45 Min	Mon-Fri	1x30" & 2x10"	R 2 160	R 10 800	R 140 400	R 63 180	R 77 220
Lesedi FM	20h15-20h30	15 Min	Mon-Fri	1x30"	R 3 510	R 17 550	R 228 150	R 102 668	R 125 483	
Comedy	Umhlobo Wenene FM	07h30-07h45	15 Min	Mon-Fri	1x30" & 2x10"	R 23 940		R 1 556 100	R 700 245	R 855 855
	Ligwalagwala FM	16h50-16h55	5 Min	Thurs	1x30" & 2x10"	R 4 455		R 57 915	R 26 062	R 31 853
	Lotus FM	07h40-07h42	2 Min	Mon-Fri	1x30" & 2x10"	R 3 375		R 219 375	R 98 719	R 120 656

**All sponsorships include OBB and CBB
30" spots....10" stings
To qualify for the 45% discount, buy a minimum of 13 weeks sponsorship.*



SERVICES

Radio Active Production (RAP) specialises in the creation of high-quality radio advertisements for commercial use. Our services include scriptwriting, translations, jingle composition and music production.

With expertise in a range of vernacular languages, we also offer professional voice-over production and direction, ensuring culturally resonant and impactful audio content.

Tel: (011) 714-4226 | Fax: (011) 714-3539

EFFECTIVE 1 JULY 2025 -30 JUNE 2026; BUSINESS DEVELOPMENT, AGENCIES & GOVERNMENT GAUTENG, KZN, CAPE TOWN

Copy writing - per copy	R1 419.00
Translation per copy per language	R 895.00
Studio time per hour (incl. sound engineer)	R1 419.00
Station Master Each	R 120.00
Dubbing non SABC stations	R 120.00
Sound Effects usage fee per spot	R 120.00
Transcription	R1 800.00
MOOD MUSIC PERTRACK	
Up to 45"	R 2772.00
Up to 60"	R 4043.00
Up to 90"	R 5198.00
VOICE RATES PER VOICE	
Up to 2 months usage	R 2664.00
Up to 6 months usage	R 3822.00
Up to 12 months usage	R 4914.00
VOICE OVER RENEWAL FEE	R1 638.00
Pilot/Cancellation/ Re-record/Rejection	R 1090.00
Admin Fee - Per Spot	R601.00 per spot
**** All rates exclude VAT ****	

Produce Radio Commercials, Translations, Compose Jingles, Experts in Vernacular Languages, Music Recordings, Produce and direct voice-overs, script writing

RAP STUDIO RATES EFFECTIVE FROM 1 JULY 2025 - 30 JUNE 2026

VOICE OVERS – COMMERCIALS (SPECIAL PACKAGES FOR 6-12 MONTHS)	As per client and RAP agreed/negotiated rate.
VOICE OVERS – PILOT ADS	R1 090 per spot
TRANSLATIONS - COMMERCIALS	Minimum of R895 per language per script per page and a maximum of R2271 per language per script per page
TRANSLATIONS – PROGRAMMES DOCUMENTS	R707 – R2620 per page
COPYWRITING - COMMERCIALS	Maximum R1419 per script or as per negotiated rate
COPYWRITING - PROGRAMMES	Minimum of R4150 and a maximum of R7098
COPYWRITING – PILOT ADS	R950.00 per spot
COPYWRITING – SOUND PRESENTATIONS	R5 896 to R23 915 depending on duration (3 -15 mins)
PRODUCER'S FEE	R535.00 per hour or R3583 per day
JINGLES MOOD MUSIC	Composing & recording minimum R54 600 and maximum R163 800 or more Up to 45" R 2772.00 Up to 60" R 4043.00 Up to 90" R 5198.00
IVR OR TELEPHONE ON HOLD	South-African Commercial voice over rates
MINI DRAMAS/INTERVIEWS	Minimum R2926 - Maximum R3800
ADMIN FEE:	Minimum R601 - Maximum R895

TERMS AND CONDITIONS

GENERAL TERMS AND CONDITIONS

1. All confirmations of orders are subject to the Broadcasting Act No. 4 of 1999 and the current Advertising Code and Regulations pertaining to the SABC. Copies are obtainable from any SABC Radio Sales office.

2. Rates exclude Value Added Tax (VAT) (as amended by the Taxation Laws Amendment Act 5 of 2001). VAT will be charged on all invoices issued by the SABC and will be payable to the SABC.

3. This rate card is issued for the information of advertising agencies and clients and does not constitute any offer by SABC Radio Sales.

4. In the event of the SABC omitting for any reason whatsoever to broadcast a spot announcement, whether in part or in full, any claim by the Agency or Advertiser shall be limited to a rebate. Such queries or claims must be lodged within the prescribed period, failing which the claim will be null and void.

5. Commitment Contracts must be completed in writing and signed by the SABC and the Agency/ Advertiser.

6. No orders or amended orders will be executed without a written acknowledgment by both parties confirming agreement with the rates and/or adjustments.

7. The SABC will not be responsible for incorrect flightings if flighting codes are revised after finalisation of logs, or if received after the material deadline. This also applies to late additions and cancellations.

8. Programming on radio stations was correct at the time of printing. Radio station programming is subject to change without notice.

9. All rates, terms and conditions are subject to change without notice.

10. Any specific deal-related matters must be in writing and duly signed by both parties. A Client Specific Rate Card is not permitted.

11. No rates will be held on any bookings and the prevailing rate card will always apply.

12. Under no circumstances should a programme promo with any 3rd party advertiser association be booked unless:

- It forms part of an approved sponsorship,
- it forms part of a trade exchange
- There is written SABC authorization to grant such airtime.

13. The Agency/ Advertiser accepts that deviations from advertised broadcast times may occur from time to time. Agency/ Advertisers shall under no circumstances be entitled to withhold any payment resulting from such.

14. The SABC reserves the right to cancel and reallocate programmes at its discretion and to rebook commercials to alternative dates or time slots.

15. The advertising agency contracted on behalf of the advertiser, and the advertiser, shall be liable to the SABC for payment of any fees in terms of the agreement. For the avoidance of doubt, the word "advertiser" in these Terms and Conditions is deemed to include the relevant advertising agency.

16. Any fees shown on monthly statements as due to SABC shall be payable on or before the expiry of the term of payment indicated on the invoice from the date of invoice.

17. Any facilities/services requested from the SABC by the advertiser/agency must be paid for at the rates determined by the SABC.

18. Post-broadcast requests to amend campaigns/products/advertisers will not be accepted.

19. If advertiser fails to pay due amounts, SABC may: (a) cease broadcasts, (b) deny use of facilities/services, (c) cancel the contract, and (d) demand immediate payment of all amounts due.

20. Prices on invoices are payable in full; no future discounts may be deducted.

21. Advertisers may not cede agreement rights to third parties.

ERRORS AND OMISSIONS EXEMPTED (E&OE)

Cancellation Period

1. There is a 20 working day cancellation period prior to broadcast. The cancellation deadline will be strictly adhered to. A 100% cancellation fee will be levied on all bookings cancelled less than 20 days from broadcast date.

2. All cancellations must be sent to SABC Radio Sales in writing.

Minimum Prize Value

The minimum prize value for competitions is R5000 across all SABC radio stations.

ADVERTISING MATERIAL AND BOOKING DEADLINES

1. The deadline for final material and booking is 3 working days (excludes weekends) prior to broadcast date.

2. There will be no compensation to clients for advertisements not flighted if the material was submitted after the 3 working days deadline.

3. Please contact your SABC Radio Sales representative for the costing of interviews.

COSTING

1. All rates quoted are based on a standard 30" recorded commercial.

2. The conversion table will apply for rates of different durations.

3. Contact your SABC Radio Sales representative for the costing of interviews.

COMPENSATION

1. Compensation will only be considered when a client's commercial is not "flighted" due to an error on the part of the SABC, and the SABC has failed to "make good" in an acceptable manner.

2. Any such compensation to be agreed, approved by the SABC, and formalised in a separate agreement.

3. Compensation must be spot for spot, or value, which is calculated at the same time channel/slot identified for rebooking.

4. A copy of the original compensation approval from the SABC must accompany the compensation booking application when it is submitted to SABC Radio Sales.

5. Compensation must be utilised within a period of 3 months, failing which the value granted will be deemed to have been forfeited by the client.

6. In respect of the "non-flighting" of Feature Elements on radio, compensation will not be granted when any specific element of the Feature does not "flight" for whatever reason. The feature will be billed in its entirety and "make good" will be offered.

7. The advertiser will either qualify for a credit note or compensation but not both.

LOADING/SURCHARGES

Type	Detailed Description	Surcharge	Calculated as follows
Live Read	An advertisement read live by the on-air personality	50%	Rate card rate + 50%
Special Break Position (SBP) and/or Preferred Spot	Specific break without specific break position	25%	Rate card rate + 25%
Specific Position in Break (SPIB)	Specific position without specific break	25%	Rate card rate + 25%
Specific Ad Position within a Specified Ad Break (SAPSAB)	Specific position within specific break	50%	Rate card rate + 50%
Exclusivity in break and/or Solus break	1 Break 1 Advertiser 1 Ad	100%	Rate card rate + 100%

TERMS AND CONDITIONS

GENERIC ADVERTS

1. 60" is the maximum permissible duration for all generic advertisements.

Any commercial longer than sixty (60) seconds must be cleared by the relevant Station Programme Manager, or the duly appointed nominee, before booking.

2. Generic ads containing abusive or offensive language will not be accepted.

3. A minimum of 80% of the language in the generic ad must be the broadcast language of the station and other languages contained in the ad will be accepted only if evident from the context and easily understood.

4. Both English and Afrikaans ads are accepted on GOOD HOPE FM.

5. Afrikaans, Khoi and San ads are accepted on XK FM.

6. Both English and IsiXhosa ads are accepted on Tru FM.

7. All ads containing other languages must be approved by the relevant Station Programme Manager.

LIVE READS

Only one live read per spot break is allowed

1. The SABC Radio Sales approach to live reads is that they must also offer benefit to listeners, through interesting or important information that is relevant to their lives, and through a holistic campaign that offers variety and, where possible entertainment.

2. Presenters are not to offer personal endorsement of products/ services and therefore any copy that may create the impression of personal endorsement will not be accepted.

3. Live reads are bound by SABC Radio Sales general advertising acceptance guidelines.

4. Live reads are permitted once per spot break.

5. Scripts must contain something of interest to the listener, and be written for radio in a professional and conversational manner. Generally, each sentence should contain only one "thought" or message.

6. Scripts must always be written in the third person (use of "it", "we", "us" etc. will not be permitted).

7. In the case of "price and product" reads, a maximum of three products should be included to maximise the effectiveness of the read.

8. Live reads will be accepted in the broadcast language of the station only.

9. Live reads should be properly booked through the scheduling system, and normal cut-off times must be observed.

10. Live read scripts will not be read on air without the signature of the Station Programme Manager or the duly appointed nominee.

11. The Programme Manager reserves the right to adjust or amend copy to make for better on-air presentation, provided that specific client messages are not omitted without prior approval from the client. If a substantial rewrite is required, the live read may be referred back to the client or to a professional copywriter, and the cost will be borne by the client.

12. Live reads will not be accepted in current affairs shows.

13. Live reads attract a 50% loading on normal rate card rate.

SPONSORSHIP OF PROGRAMMES AND FEATURES

Sponsorship of features can either be for standard or created features. Please contact your SABC Radio Sales representative for costing of standard and created features.

CLIENT CREATED FEATURES

1. Any client created feature must not exceed 5 minutes in duration and the client message may not influence programming content

2. Created features will be charged at a premium.

3. Bulk volume discounts do not apply on sponsorship of features and proprietary shows, but spend contributes towards commitment.

POWER SPOTS

A Power Spot is a 60" live endorsement by the personality. Please Contact your SABC Radio Sales representative for the costings and T's & C's of Power Spots.

PAID FOR INTERVIEWS

1. Interviews are treated as created features and are costed as such. Stringent qualification criteria are used to determine the suitability of interviews and to ensure that listeners receive adequate benefit from them. All interviews are subject to the approval of the programme manager or his duly appointed nominee.

2. SABC Radio Stations do not accept requests for paid interviews within current affairs shows.

3. METRO FM and GOOD HOPE FM, being music format stations; allow a limited number of interviews on air.

4. On SAfm and RSG some interviews may be granted, where there's a fit between client message and programme content, at the sole discretion of the Station Programme Manager or the duly appointed nominee.

5. All paid for interviews will get two presenter mentions prior to the interview taking place.

- Bulk Volume Discount does not apply.
- Station Management reserves the right to alter the programme and DJ line up.
- The offer is subject to availability at the time of booking.
- All elements of the campaign are subject to station management approval.
- All costs are based on 30" generic commercial rates, as per the rate card applicable at the time. All costs quoted are exclusive of VAT.

DISCLAIMER AND INDEMNITY

THE APPLICANT hereby indemnifies and holds SABC and its employees harmless against any claims for damages to property or personal injuries, infringement of copyright, defamation, losses, consequential losses, legal costs or claims otherwise howsoever arising out of, in respect of or as a result of the broadcasting of advertisements or any other broadcasts covered by this agreement, or of the use of THE APPLICANT'S facilities provided by SABC.

Should any such claim be made against SABC, it shall be entirely at SABC's discretion as to whether it admits or denies any such claim, and SABC reserves the right to defend any such claim brought against it and to proceed to the final end and determination thereof and to lodge any appeal or appeals to any court of courts - to which it has the right to do so - and in addition shall have the right to compromise, abandon or settle any claim made against it and to nominate representatives and to brief counsel in connection therewith.

CONVERSION TABLE

Duration	5"	10"	15"	20"	25"	30"	35"	40"	45"	50"	55"	60"
Multiply Rate	0.75	0.75	0.75	0.80	0.80	1.00	1.15	1.30	1.50	1.65	1.80	2.00



CONTACT DETAILS



Gauteng


011 714 7000


Western Cape


021 430 9600


KwaZulu-Natal


031 362 5121

 www.sabcsales.co.za

 @sabcsales

 @sabc_sales

 @sabcsales

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North West

018 389 7444

Free State

051 503 3219

Limpopo

015 290 0273

Eastern Cape

041 391 1257

Mpumalanga

013 759 6627/8

