



Advertising and Sponsorship Rate Card 2015

Station Profile and General Information

Name:

Bush Radio

Frequency:

89.5FM

Language Medium:

English, Afrikaans and Xhosa

Broadcast Times:

24 hours

Transmitter Power:

250 watts

Target audience:

Between the ages of 6 – 80 years depending on the specific programme (for detailed demographics see below)

Format:

Music, talk and news

Basic rates:

Rates are quoted for 30 second advertisements

Listenership:

59 000 RAMS and 275 000 independent survey

Booking deadlines:

Seven days prior to broadcast (special deadline facilities available)

Material required:

CD or MP3 (sent via email)

Cancellation:

14 days written notice required 10% thereafter

Restrictions:

Alcohol and tobacco

Exclusion:

Rates quoted exclude VAT and Agency Commission

Coverage:

Greater Cape Town & surrounds, Cape Flats, Khayelitsha, Mitchell's Plain, Manenberg, Gugulethu, Nyanga, Grabouw, Malmesbury, Stellenbosch, West Coast past Atlantis to Gordons Bay, Mfuleni/Strand area and Philippi.
Internationally via online streaming

Advertising Rates (per 30 second spot)

<i>Times</i>	<i>Mon-Fri</i>	<i>Sat- Sun</i>
05h00-06h00	R 385.00	R 385.00
06h00-09h00	R 605.00	R 385.00
09h00-12h00	R 605.00	R 495.00
12h00-14h00	R 605.00	R 495.00
14h00-18h00	R 605.00	R 495.00
18h00-21h00	R 495.00	R 385.00
21h00-24h00	R 385.00	R 385.00
24h00-05h00	R 385.00	R 385.00

On Air Sponsorship / Paid Airtime

<i>Interviews / talkshow</i>	5 minutes	R935.00	The time booked for a live interview
	5 Minutes primetime	R1,375.00	
	10 minutes	R1,870.00	
	15 minutes	R2,750.00	
	30 minutes	R5,500.00	
	1 hour talk show	R11,000.00	

<i>Outside Broadcasts</i>	3 hour broadcast	R27,500.00	Interviews, competitions, announcements, two adverts per hour and a opening and closing billboard
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<i>Satellite Broadcasts*</i>	30 min	R3,150.00	30 minutes airtime
	1 hour	R6,300.00	1 hour of airtime

<i>Features</i>	60 seconds	R730.00	Opening and closing billboard
	90 seconds	R1,100.00	
	120 seconds	R1,500.00	

<i>Sports</i>	60 seconds	R730.00	Opening and closing billboard
	90 seconds	R1,100.00	
	120 seconds	R1,500.00	

Please note that the rate card is a guide, we will work out a package that suites you and your business.

*Satellite Broadcasts – this excludes setup costs and individual participating stations cost.

Campaigns under R 10 000 are payable upfront. Campaigns over R 10 000 require a 50% deposit upfront and balance at 30 days unless by prior arrangement

For more information please do not hesitate to contact Gabeba on: 021 448 5450 or email: sales@bushradio.co.za



Detailed Demographics:

LSM Group:

LSM 5-7	83.3% of listeners
LSM 8-10	16.7% of listeners

Income Breakdown:

R 1 400- R 2 499	14.58% of listeners
R 2 500- R 4 999	29.17% of listeners
R 5 000- R 8 000	43.75% of listeners
R 11 000- R 19 999	10.42% of listeners
R 20 000 +	2.06% of listeners

Age Group:

15 – 24years	60% of listeners
25 – 34years	18.75% of listeners
35 – 49years	16.67% of listeners
50+ years	4.58% of listeners

Male/ Female Listeners:

Male	47.92% of listeners
Female	52.08% of listeners

Top Programmes

<i>Weekdays</i>	
Everyday People (4pm-6pm)	24.14% of listeners
Backchat (2pm-4pm)	17.24% of listeners
Sakhisizwe (12pm-2pm)	13.79% of listeners
Breakfast Rush (6am-9am)	6.90% of listeners
Morning Cruise (9am-12pm)	3.45% of listeners

<i>Weekends</i>	
Sat:	
The Weekend Wake up (6am-9am)	15.15% of listeners
Biker show (15pm-17pm)	12.12% of listeners
Dankish (6pm- 8pm)	9.09% of listeners
Sun:	
Weekend Special (9am-12pm)	9.09% of listeners