

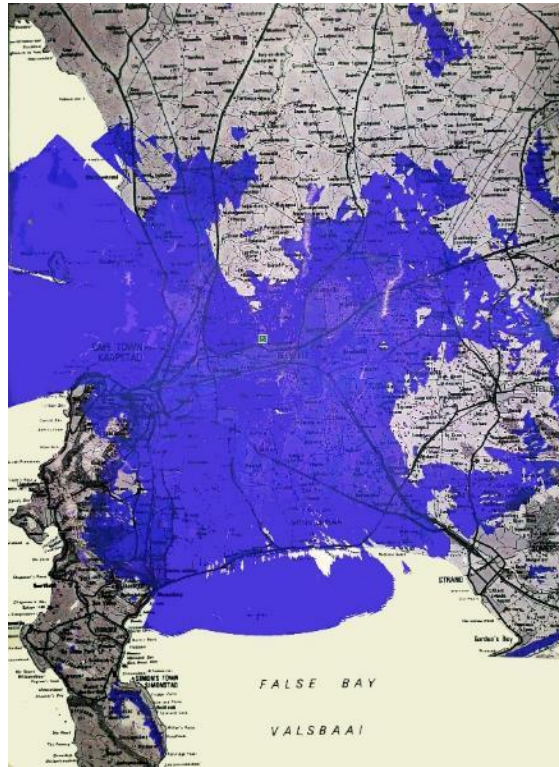


Station Profile and Advertising Rate Card 2018

General Information

Name:	Bush Radio
Frequency:	89.5FM
Online:	www.bushradio.co.za
Language Medium:	English, Afrikaans and Xhosa
Broadcast Times:	24 hours
Transmitter Power:	250 watts
Target audience:	6-16 16-35 35+ Depending on the specific programme
Format:	Music, talk and news
Basic rates:	Rates quoted for 30-second advertisements
Listenership:	59 000 RAMS and 275 000 independent survey
Booking deadline:	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, Mitchells Plain, Manenberg, Gugulethu, Nyanga, Grabouw, Malmesbury, Stellenbosch, West Coast past Atlantis to Gordons Bay, Mfuleni/Strand area and Philippi. (Global via online streaming)

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Bush Radio FM coverage map

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 – 24 years	60% of listeners
	25 – 34 years	18.75% of listeners
	35 – 49 years	16.67% of listeners
	50+ years	4.58% of listeners
Male/ Female Listeners:	Male	47.92% of listeners
	Female	52.08% of listeners



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Advertising Rates (per 30-second spot)

Times	Mon-Fri	Sat- Sun
05h00-06h00	R 513.00	R 513.00
06h00-09h00	R 803.00	R 513.00
09h00-12h00	R 803.00	R 665.00
12h00-14h00	R 803.00	R 665.00
14h00-18h00	R 803.00	R 665.00
18h00-21h00	R 665.00	R 467.00
21h00-24h00	R 513.00	R 513.00
24h00-05h00	R 513.00	R 513.00

On Air Sponsorship / Paid Airtime

Interviews / talk show

5 minutes	R 1, 826.00
5 minutes (primetime – 6-9am/3-6pm)	R 1, 663.00
10 minutes	R 2, 540.00
15 minutes	R 3, 750.00
30 minutes	R 7, 380.00
60 minutes	R 14, 640.00

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Outside Broadcasts

3 hour broadcast	R 34, 000.00
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Interviews, competitions, announcements, two adverts per hour and a opening and closing billboard

Satellite Broadcasts*

30 min	R 4,235.00
1 hour	R 8,470.00

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

Features

60 - 90 seconds	R 968.00
120 seconds	R 1,463.00

Opening and closing billboard

Sports

60 seconds	R 986.00
90 seconds	R 1,463.00
120 seconds	R 1,996.00

These rates DO NOT INCLUDE VAT.

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

Ask about our first time advertiser packages and trade exchange offers.

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

Call Gabebah/Kholeka on 021 448 5450 or email: sales@bushradio.co.za