

■ **SAfm: SAFM BUSINESS WITH MONEYWEB**

**Weekdays 6pm–6:30pm, Platform: SAfm (English), National**

SAfm business with Moneyweb is a nationally broadcast Business Programme, delivering a ½ hour of in-depth business news, features and interviews with top business analysts, leaders and personalities each weekday between 18h05 – 18h30. Broadcast live from the Moneyweb studios in Melrose Arch, Johannesburg – the show is hosted by Alec Hogg, a multi-award-winning journalist and the CEO / Editor in Chief at Moneyweb.

Alec is passionate about business broadcasting, he pioneered business radio in South Africa - and for each of the last eight years, his business show has been acknowledged as SA's best business radio programme in both SA financial journalism competitions.

Text and Audio Transcriptions of the show are produced within two hours and published on [www.moneyweb.co.za](http://www.moneyweb.co.za) – where they are archived for research and referral.

■ **RATES**

**AVAILABLE INVENTORY, MONEYWEB: -**

- 18h05: Open (Headline sponsorship)
- 18h10-18h12: Spot Break (2 min)
- 18h12-18h18: Top story of the day (Daily Feature)
- 18h25-18h29: Feature focus (Tax/property/mining etc weekly features)
- 18h29-18h30: Close

- \* Prices excl VAT
- \* Feature sponsorship, minimum 3 months commitment
- \* Feature: 10sec OBB/CBB + 30 sec ad

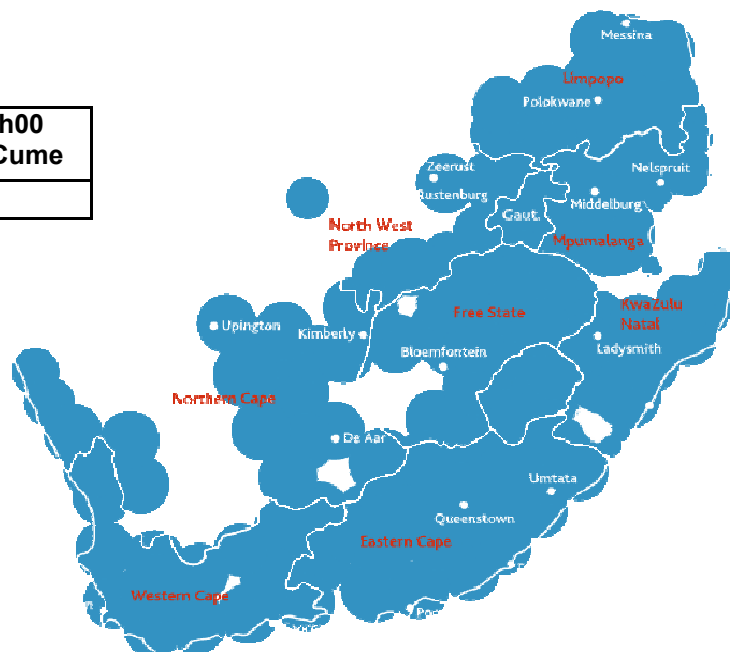
Feature Sponsorships			
	3 Months	6 Months	12 Months
<b>Weekly</b>	R 42,120	R 84,240	R 168,480
<b>Daily</b>	R 210,600	R 421,200	R 842,400

Rates	
<b>Feature</b>	R 3,348
<b>5sec</b>	R 2,093
<b>10sec</b>	R 2,093
<b>15sec</b>	R 2,093
<b>20sec</b>	R 2,232
<b>30sec</b>	R 2,790
<b>35sec</b>	R 3,209
<b>40sec</b>	R 3,627
<b>45sec</b>	R 4,185
<b>50sec</b>	R 4,604
<b>55sec</b>	R 5,022
<b>60sec</b>	R 5,580

**BOOKINGS OFF THIS RATE CARD ARE MADE WITH UNITED STATIONS**

**Key Stats**

<b>18h00-19h00</b>
<b>Mon-Fri Cume</b>
<b>111 000</b>



**RSG: GELDSAKE MET MONEYWEB**

**Weekdays 5pm–6:00pm, Platform: RSG (Afrikaans), National**

*Geldsake met Moneyweb is a nationally broadcast Business Programme, delivering an hour of in-depth business news, features and interviews with top business analysts, leaders and personalities each weekday between 17h05 – 18h00. Broadcast live from the Moneyweb studios in Melrose Arch, Johannesburg – the show is hosted by Andries van Zyl and follows similar format and coverage to Alec’s English business show.*

*Andries is the main presenter and researcher on Moneyweb's Geldsake met Moneyweb on RSG. A broadcaster at heart, Andries has a passion for both radio and television and has interests in a wide range of local and international issues, including politics, sports, economics and agriculture. His day-to-day motto is to share quality and reliable information in a user-friendly way with radio listeners.*

*Text and Audio Transcriptions of the show are produced within two hours and published on [www.moneyweb.co.za](http://www.moneyweb.co.za) – where they are archived for research and referral.*

**ALLOCATED INVENTORY**

**AVAILABLE INVENTORY, MONEYWEB: -**

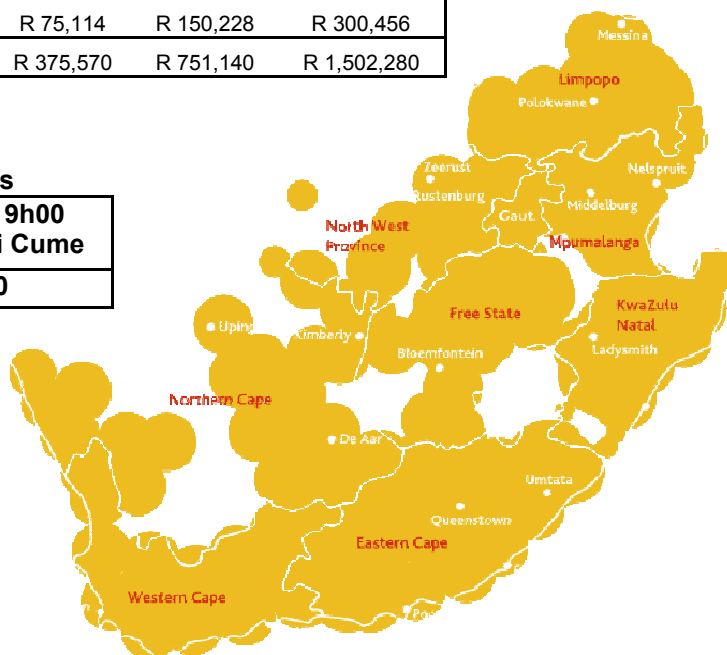
- 17h05: Open (Headline sponsorship)
- 17h07: Top Story (Daily Feature)
- 17h15: Market Report (Daily Feature)
- 17h20: Market commentary (Daily Feature)
- 17h27, 17h33, 17h40 (Tax/property/mining etc weekly features)
- > 3 x 2 min spot breaks per show
- \* Prices excl VAT
- \* Feature sponsorship, minimum 3 months commitment
- \* Feature: 10sec OBB/CBB + 30 sec ad

Rates	
<b>Feature</b>	R 5,778
<b>5sec</b>	R 2,408
<b>10sec</b>	R 2,408
<b>15sec</b>	R 2,408
<b>20sec</b>	R 2,568
<b>30sec</b>	R 3,210
<b>35sec</b>	R 3,692
<b>40sec</b>	R 4,173
<b>45sec</b>	R 4,815
<b>50sec</b>	R 5,297
<b>55sec</b>	R 5,778
<b>60sec</b>	R 6,420

**BOOKINGS OFF THIS RATE CARD ARE MADE WITH UNITED STATIONS**

Feature Sponsorships	3 Months	6 Months	12 Months
<b>Weekly</b>	R 75,114	R 150,228	R 300,456
<b>Daily</b>	R 375,570	R 751,140	R 1,502,280

<b>Key Stats</b>
<b>18h00-19h00</b>
<b>Mon-Fri Cume</b>
<b>614 000</b>



**DIS DIE EEN**

**MONEYWEB RADIO**  
April 2011 Rate card



■ **LOTUS fm: LOTUS FM MARKET UPDATE WITH MONEYWEB**

**Weekdays 5:45pm-6:00pm, Platform: Lotus FM (English). Power regions**

*Lotus FM Market Update is a nationally broadcast Business Programme in power regions, delivering a quarter hour of business news, features and interviews with top business analysts, leaders and personalities each weekday between 17h45 – 18h00. Broadcast live from the Moneyweb studios in Melrose Arch, Johannesburg – the show is hosted and produced by Hilton Tarrant – it follows similar format and coverage to Alec's business show.*

■ **ALLOCATED INVENTORY**

**AVAILABLE INVENTORY, MONEYWEB: -**

- 17h45: In business today
- 17h48: Market commentary (Daily Feature)
- 17h50: Top Story (Daily Feature)
- 17h58: Market Wrap (Daily Feature)
- > 1 x 2 min spot breaks per show

- \* Prices excl VAT
- \* Feature sponsorship, minimum 3 months commitment
- \* Feature: 10sec OBB/CBB + 30 sec ad

Feature Sponsorships			
	3 Months	6 Months	12 Months
Weekly	R 33,696	R 67,392	R 134,784
Daily	R 168,480	R 336,960	R 673,920

Rates	
Feature	R 2,592
5sec	R 1,080
10sec	R 1,080
15sec	R 1,080
20sec	R 1,152
30sec	R 1,440
35sec	R 1,656
40sec	R 1,872
45sec	R 2,160
50sec	R 2,376
55sec	R 2,592
60sec	R 2,880

**BOOKINGS OFF THIS RATE CARD ARE MADE WITH UNITED STATIONS**

**Key Stats**

<b>17h00-18h00</b>
<b>Mon-Fri Cume</b>
<b>94 000</b>

