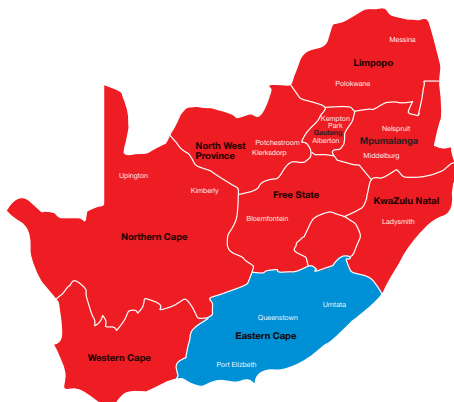


EFFECTIVE DATE : 01 APRIL 2009



WEEKDAYS		WEEKEND		
MONDAY - FRIDAY		SATURDAY	SUNDAY	
24:00 - 05:00	R210	24:00 - 06:00	R125	R125
05:00 - 06:00	R420	06:00 - 09:00	R915	R680
06:00 - 09:00	R2400	09:00 - 12:00	R1210	R1210
09:00 - 12:00	R1425	12:00 - 15:00	R420	R420
12:00 - 15:00	R1290	15:00 - 18:00	R380	R380
15:00 - 19:00	R1355	18:00 - 21:00	R285	R285
19:00 - 21:00	R400	21:00 - 24:00	R210	R210
21:00 - 04:00	R275			
BORDER DRIVE ON ALGOA FM (BDAFM)		ALGOA FM		
15:00 - 19:00		R725	15:00 - 19:00	R1355



ALGOA FM is the voice of the Eastern Cape. Broadcasting an Adult Contemporary format ALGOA FM is the first choice, offering the best mix of our target market's favourite hits. Programming includes newscasts, weather reports, sport, local entertainment information, and community orientated fund raising campaigns. Presented by trusted personalities, ALGOA FM is synonymous with the lifestyle of upper income earners in the Eastern Cape.

COVERAGE : Algoa FM broadcasts in the Eastern Cape covering the entire province with the border drive split during the 15H00 – 19H00 afternoon drive show.

LISTENER PROFILE

ALGOA FM delivers 831 000 (RAMS 2008-6) loyal listeners with a strong sense of family and community spirit and a commitment to their favourite radio station. These upper income earners enjoy the highest standard of living in the Eastern Cape.

TERMS & CONDITIONS

- Above rates based on 30 second recorded commercials.
- 10 + 15 sec 75% of rate
- 20 + 25 sec 80% of rate
- Longer than 30 seconds – pro rata
- Live read loading: 50%
- Pref. Time loading: 25%
- Rates exclude VAT and include Agency Commission.

NATIONAL SALES

Contact: 086 123 7234

Fax: (011) 442 0658

Sales Director: Jenny Ghooos