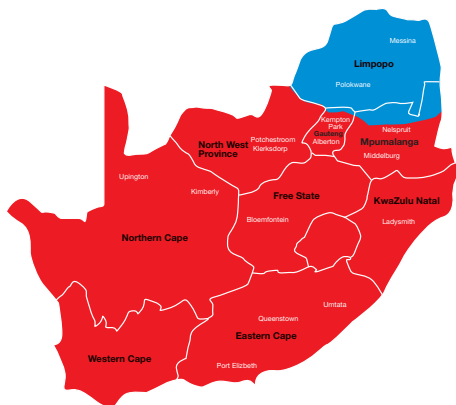




## Capricorn <sup>FM</sup>

Limpopo's Hottest Frequency

WEEKDAYS		WEEKEND		
MONDAY - FRIDAY		SATURDAY SUNDAY		
24:00 - 03:00	R90	03:00-06:00	R90	R90
03:00 - 06:00	R450	06:00-09:00	R750	R420
06:00 - 09:00	R1920	09:00-12:00	R940	R750
09:00 - 12:00	R1250	12:00-15:00	R550	R420
12:00 - 15:00	R950	15:00-18:00	R350	R320
15:00 - 18:00	R1350	18:00-21:00	R280	R220
18:00 - 19:00	R850	21:00-24:00	R180	R180
19:00 - 21:00	R360	24:00 - 03:00	R120	R120
21:00 - 24:00	R120			



**Capricorn FM** took its name from the latitudinal line that cuts across Limpopo (Tropic of Capricorn), the only province in the country with one of the 5 major circles of latitude that mark maps of the earth.

Capricorn FM is the 1st commercial radio station in Limpopo and is the only 100% Black Owned and Managed station in South Africa. Programming on Capricorn FM includes music, talk time, news, weather, sports and traffic reports, local celebrities, events and information, interviews, and powerful social awareness campaigns.

**Listenership :** Capricorn FM is the only Radio Station countrywide to have reached 1.5 million listeners (RAM 2008-6) in the first year of broadcast. Captured more than 40% total market share in Limpopo and over 49% of the 16-34 years category. Capricorn FM present the new and powerful medium for advertisers to reach audience with a buying power in the Limpopo province.

**About Capricorn FM - Making waves in Limpopo.** "They've done it! Limpopo's only and now biggest commercial radio station has reached its goal of exceeding 1.5 million listeners in its first year. The South African Advertising Research Foundation (SAARF) has named Limpopo based commercial radio station, Capricorn FM, as the fastest growing station in South Africa and the biggest in the province.

Capricorn FM has already captured more than 40% total market share in Limpopo and over 49% of the 16 - 34 year category. Capricorn FM represents a new and powerful medium for advertisers to reach audiences with a buying power in the Limpopo province."

**Coverage :** Capricorn FM broadcast from Polokwane reaching the Greater Sekhukhune, Mopani, Waterberg, Vhembe and Capricorn regions throughout the province.

### 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 Ghoo