

MONEYWEB RADIO
June 2009 Rate card

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 Rosebank, 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 – 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

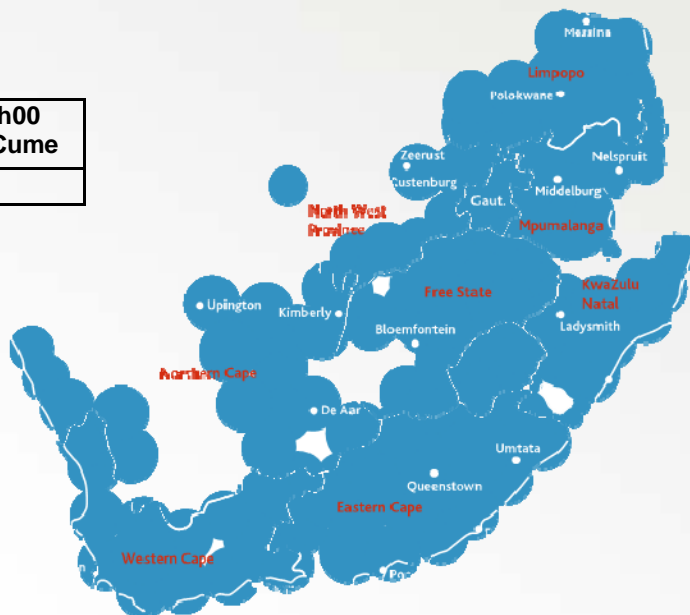
Feature Sponsorships			
	3 Months	6 Months	12 Months
Weekly	R 39,312	R 78,624	R 157,248
Daily	R 196,560	R 393,120	R 786,240

Rates	
Feature	R 3,024
5sec	R 1,890
10sec	R 1,890
15sec	R 1,890
20sec	R 2,016
30sec	R 2,520
35sec	R 2,898
40sec	R 3,276
45sec	R 3,780
50sec	R 4,158
55sec	R 4,536
60sec	R 5,040

BOOKINGS OFF THIS RATE CARD ARE MADE WITH UNITED STATIONS

Key Stats

18h00-19h00
Mon-Fri Cume
146 000



MONEYWEB RADIO
June 2009 Rate card

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 Rosebank, 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 – 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

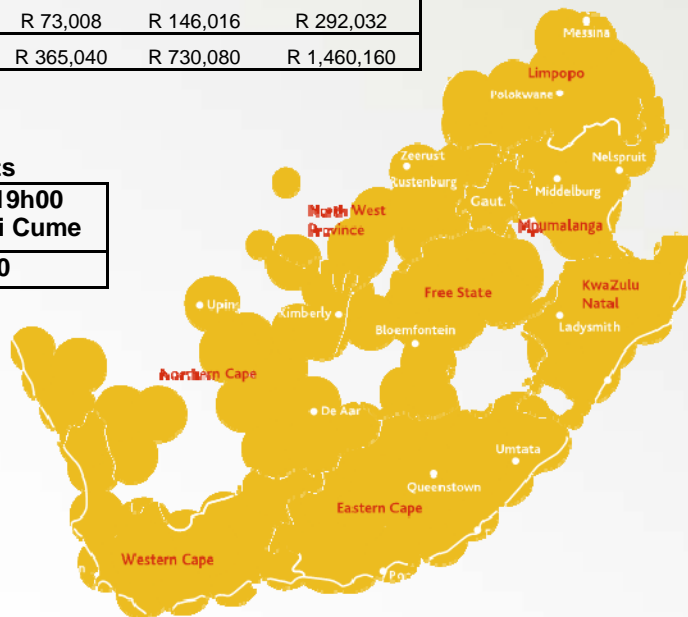
Feature Sponsorships			
	3 Months	6 Months	12 Months
Weekly	R 73,008	R 146,016	R 292,032
Daily	R 365,040	R 730,080	R 1,460,160

Rates	
Feature	R 5,616
5sec	R 2,340
10sec	R 2,340
15sec	R 2,340
20sec	R 2,496
30sec	R 3,120
35sec	R 3,588
40sec	R 4,056
45sec	R 4,680
50sec	R 5,148
55sec	R 5,616
60sec	R 6,240

BOOKINGS OFF THIS RATE CARD ARE MADE WITH UNITED STATIONS

Key Stats

18h00-19h00
Mon-Fri Cume
561 000





MONEYWEB RADIO
June 2008 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 Rosebank, Johannesburg – the show is jointly hosted and produced by Geoff Candy, Chris Buchanan and Hilton Tarrant – it follows similar format and coverage to Alec’s business show.

ALLOCATED INVENTORY

AVAILABLE INVENTORY, MONEYWEB: -

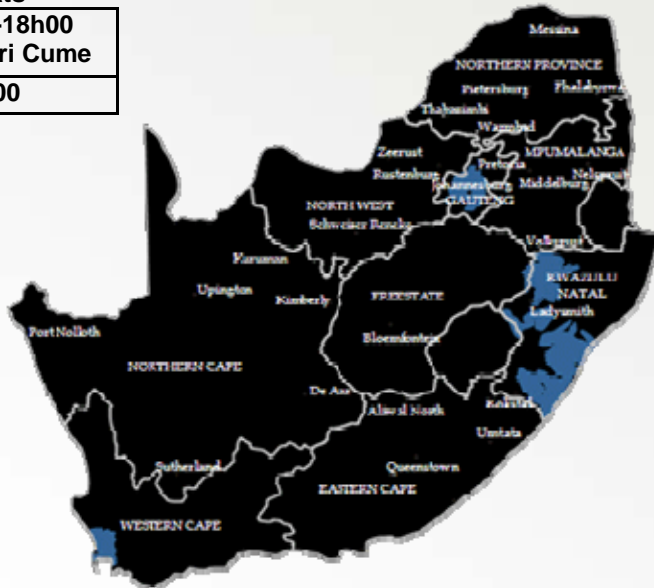
- 17h45: In business today
- 17h48: Market commentary (Daily Feature)
- 17h50: Top Story (Daily Feature)
- 17h58: Market Wrap (Daily Feature)
- > 1 x 2 min spot breaks per show

- * 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

Key Stats

17h00-18h00
Mon-Fri Cume
103 000



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



Source: Radio Diary (SA) 2008/1 Oct/Mar 09 Adult
 Weight: Population
 Table - All Respondents
 Units : 1000's