



**KAYA FM 95.9 ADVERTISING RATES:
EFFECTIVE: 1st OCTOBER 2011**

| <i>WEEKDAYS</i> | | <i>WEEKEND</i> | | |
|------------------------|---------|----------------|-----------------|---------------|
| <i>MONDAY - FRIDAY</i> | | <i>TIME</i> | <i>SATURDAY</i> | <i>SUNDAY</i> |
| 00:00 - 05:00 | R260 | 00:00-05:00 | R260 | R260 |
| 05:00 - 06:00 | R1 600 | 05:00-06:00 | R630 | R410 |
| 06:00 - 09:00 | R7 100 | 06:00-10:00 | R2 300 | R1 160 |
| 09:00 - 12:00 | R3 730 | 10:00-14:00 | R2 770 | R1 480 |
| 12:00 - 15:00 | R3 630 | 14:00-18:00 | R2 670 | R1 400 |
| 15:00 - 19:00 | R4 500* | 18:00-22:00 | R1 220 | R540 |
| 19:00 - 22:00 | R1 350 | 22:00-00:00 | R510 | R330 |
| 22:00 - 00:00 | R390 | | | |

***The 17h00-19h00 carries a 50% loading (Mon-Thurs): R6 750.00**

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.

CONTACT

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