



better information
best music

KFM ADVERTISING
RATE CARD

Effective 1st January 2011



All rates are VAT exclusive

1. Spot advert rates.

SPOT	DURATION IN SECONDS	0600-1000 MORNING PRIME	1000-1300 K-ZONE	1300-1700 STANDARD TIME	1700-2100 EVENING PRIME
Rates	30	100,000	4M/- PER HOUR	60,000	90,000
	45	145,000	SPONSORSHIP	73,000	120,000
	60	180,000		120,000	160,000

Fixed time bookings will attract a 35% surcharge.

30 sec ROS (Run of station) 56,000/-

2. Sponsorship Packs

Sponsorship packs are discounted at 25% on standard rates; minimum booking of 6 months.

PACK	30 sec Ad per day	Mention per day	(Mon- Fri)
4,050,000	3	2	
6,525,000	5	3	
9,000,000	7	4	

PACK Discounts

	Standard rate	Rate less 25% discount
Advert	60,000	45,000
Mentions	45,000	33,750

Any spot required on prime time will be charged at prime time rate



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3.Promotions

a) KFM CONNECT (available countrywide)- upcountry will attract extra charges.

Studio activation (5 minute live feed)	300,000/-
Location activation (1 hour)	700,000/-

b) Station giveaways

5 minute interaction	450,000/-
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Giveaway package includes: Billboards, presenter endorsement,

4 promotions & a call in.

4.Other offerings

* News Adjacency	Premium 50%	
* Classifieds	15 seconds	25,000/-
* Announcements	Ushs.40, 000/- (first 30 words) Extra words @ 1500/- per word	
* Presenter Mentions		45, 000/-
* 2-One Hour Talk-show	3,500,000/-	
* 30 min. Talk-show	1,500,000/-	
* Guest Appearance (max 5 mins)	750,000/-	





- * 93.3 KFM is a Music & Information station
- * Primary target: 25 – 35 year olds BC1C2 audience; 50% Male & 50% Female
- * Secondary target audience: 18 – 24; 36 – 40 year olds
- * 93.3 KFM is uniquely differentiated from its competitors by offering more news & impacting information/ talk elements



KFM

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