



Kazo FM 2021 Rate Card

	Mon-Friday	15 secs	30 secs	45 secs	60 secs
Breakfast	06:00-10:00	35,000=	80,000=	100,000=	150,000=
Mid-morning	10:00-12:00	30,000=	70,000=	90,000=	135,000=
Lunch time	12:00-14:00	25,000=	55,000=	80,000=	120,000=
Afternoon	14:00-16:00	25,000=	55,000=	80,000=	120,000=
Drive Time	16:00-18:00	30,000=	70,000=	90,000=	135,000=
Evening Prime	18:00-22:00	35,000=	80,000=	100,000=	150,000=
Late Night	22:00-06:00	20,000=	40,000=	60,000=	110,000=
	Sat-Sunday				
Breakfast	06:00-10:00	30,000=	70,000=	90,000=	120,000=
Mid-morning	10:00-12:00	25,000=	50,000=	70,000=	100,000=
Lunch time	12:00-14:00	20,000=	40,000=	60,000=	90,000=
Afternoon	14:00-16:00	15,000=	45,000=	70,000=	80,000=
Drive Time	16:00-18:00	25,000=	50,000=	70,000=	100,000=
Evening Prime	18:00-22:00	30,000=	70,000=	90,000=	120,000=
Late Night	22:00-06:00	30,000=	60,000=	90,000=	120,000=

News adjacency: +50 %

Fixed times: +25 %

1 Mentions and Brand Endorsements

DJ mentions	30,000/=
Brand Endorsements	60,000/=

2 Announcement

Ordinary Announcement	15,000/=
Notice Announcement	10,000/=
Death Announcement	10,000/=
Special Announcements	30,000/=
General Announcements/Greetings	10,000/=
Extra Special Announcements:	40,000/=

3 Talk shows / Customised programs

15 minutes Guest appearance	400,000/=
1 hour talk shows in prime time	2,000,000/=
30 minutes talk show in prime time	1,000,000/=

4 Production

Script	30,000/=
Voicing	30,000/=
Music bed	50,000/=
Sound effects	30,000/=
Recording and production	75,000/=
Grand Total	215,000/=

5 Sponsorship

News sponsorship	6,500,000/= per month
News Briefs	3,500,000/= per month
Time checks	2,500,000/= per month
Skits	1,500,000/= per month
Slots	800,000/= per month
Program sponsorship(prime time)	3,500,000/= per month
Program sponsorship (outside prime time)	3,000,000/= per month
Program sponsorship (on weekends)	2,500,000/= per month

6 CLASSIFIED ADS

- Classified ads will be run in specially designated "Classified Ad Blocks"
- Classified ad blocks shall be outside of typical prime time
- Classified ads are encouraged not to exceed 15 seconds in length

Recommended STANDARD rate of 1,000/= per second

7 Outside Broadcast programs

The cost for outside broadcast programs is 5,500,000 per program.

NB: All rates are exclusive of VAT and Agency commission.

