

101.1 MBABULE FM RATE CARD

Rate Card

MBABULE RATE CARD					
Length/Duration	06:00-10:00	10:00-15:00	15:00-22:00	22:00-24:00	24:00-06:00
Spot Ads					
30 Secs	40,000	25,000	30,000	20,000	10,000
45 Secs	50,000	35,000	40,000	30,000	15,000
Classifieds (20 sec)	NA	20,000	NA	15,000	8,000
Mentions					
45 words	50,000	30,000	30,000	30,000	10,000
Announcements (45 words)					
Regular	15,000	15,000	15,000	15,000	15,000
Special	25,000	20,000	25,000	15,000	15,000
Talk shows					
30 Min	250,000	150,000	200,000	200,000	150,000
60 Min	450,000	350,000	1,000,000	450,000	250,000
Sponsorships					
Daily hour (Mon-Fri)	3,500,000	1,500,000	4,000,000	2,000,000	1,500,000
Show features	1,500,000	1,000,000	1,200,000	750,000	500,000
News					6,000,000
News features					2,500,000
Wkly Mgzns/Shows					3,000,000