

RADIO DELIGHT KWITONTA RATE CARD (MUCHINGA PROVINCE CHINSALI)

1. AIR TIME RATES FOR INFORMATION AND COMMERCIALS

- ♥ 60 SECONDS - PRIME -K100.00
- ♥ 45 SECONDS - PRIME -K80.00
- ♥ 30 SECONDS - PRIME -K50.00
- ♥ 15 SECONDS - PRIME -K40.00(plus VAT)
- ♥ CD PRODUCTION K500.00 (FOR COMMERCIALS)

2. MEMORIAL SERVICES AND DEATH NOTICES S ARE FREE OF CHARGE

3. NEWS

- a. PRE-NEWS &POST-NEWS ADVERTS K250.00 VAT INCLUSIVE
- b. NEWS HEADLINES EVERY HOUR - K150.00 per news Headlines VAT inclusive. *(The minimum acceptable period is 1 month of 12 News Headlines per day). K21,600*
- c. NEWS BULLETIN SPONSORSHIP
K150 X 3 TIMES X 30 DAYS X 3 MONTHS - K40, 500*(The minimum acceptable period for news sponsorship is 3 months)*

d. SINGLE NEWS SPONSORSHIP -

K150 X 30 DAYS X 3 MONTHS - K13, 500

e. MAIN NEWS

Broadcast at 12:30 hours, 18:00 hour daily at a cost of K12,000.00 per 1 month.

4. POLITICAL JINGLES

- ♥ 60 seconds K1, 500.00
- ♥ 45 seconds K1, 200.00
- ♥ 30 seconds K1, 000.00

5. NORMAL PROGRAMMES

A. Air Time Rates For Recorded Radio Sponsored Programmes

- ♥ 60 MINUTES - K2,000.00
- ♥ 45 MINUTES - K1,800.00
- ♥ 30 MINUTES - K1,500.00
- ♥ 15 MINUTES - K500.00
- ♥ 5 - 7 MINUTES - K250.00

B. Live Sponsored Programmes

- 60 MINUTES - K3,000.00
- 45 MINUTES - K2,000.00
- 30 MINUTES - K1,000.00
- 15 MINUTES - K1,000.00

6. POLITICAL LIVE SPONSORED PROGRAMMES

- A**
- ♥ 60 MINUTES K5,000.00
- ♥ 45 MINUTES K4,000.00
- ♥ 30 MINUTES K3,000.00
- ♥ 15 MINUTES K2,000.00

B. POLITICAL RECORDED PROGRAMMES

- ♥ 60 MINUTES K4,000.00

- ♥ 45 MINUTES K3,000.00
- ♥ 30 MINUTES K2,000.00
- ♥ 15 MINUTES K1,000.00

7. Terms & Conditions (AIR TIME SALES)

- ♥ A contract will only be signed upon availability of airtime.
- ♥ Commercial/public announcements/programmes will be transmitted upon payment.
- ♥ Registered agencies are entitled to **16.5 %** commission on all business transactions.
- ♥ Sponsored programmes are strictly sold in a package of **13** weeks.
- ♥ Clients are at Liberty to opt for a pre-recorded or a live presentation