

RATES CARD 2025

REF: AD/RATES/01/04/2025



RATES CARD

2025

SMMES' PACKAGES

DESCRIPTION/DURATION	AMOUNT
5 X 7 days excluding production	R1000.00
5 X 7 days plus production	R1200.00
5 X 14 days plus production	R2 000.00
5 X 30 days plus production	R2 900.00
5 X 45 days plus production	R3 900.00
5 X 60 days plus 20 mins interview & production	R5 800.00
5 X 90 days plus 30 mins interview & production	R6 900.00
5 X 120 days plus 60 mins interview & production	R8 900.00
5 X 120 days plus 20 mins interview & 3 hours OB	R10 000.00
30 Sec Live Reads for 7 days	R750.00
60 Sec Live Reads for 7 days	R1 000.00



RATES CARD 2025

GOVERNMENT AND AGENCIES

TIME	MON - FRI	SAT	SUN
06:00 – 07:00	R650.00	R550.00	R550.00
07:00 – 10:00	R750.00	R600.00	R600.00
10:00 – 11:00	R460.00	R460.00	R460.00
11:00 – 14:00	R460.00	R400.00	R400.00
14:00 – 17:00	R750.00	R550.00	R550.00
17:00 – 18:00	R650.00	R460.00	R550.00
18:00 – 22:00	R550.00	R550.00	R460.00
22:00 – 02:00	R400.00	R400.00	R400.00
02:00 – 06:00	R400.00	R400.00	R400.00

Note**Rates are based on the 30" Recorded AD**



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GOVERNMENT AND AGENCIES

PACKAGES /PRODUCTS

AMOUNT

Production fee

R1, 800.00

05 Mins

R1, 000.00

10 Mins

R2, 000.00

15 Mins

R3, 000.00

20 Mins

R4, 000.00

30 Mins

R6, 000.00

1 Hour Simulcast

R15, 000.00

4 Hours Outside Broadcast

R45, 000.00



RATES CARD 2025

GOVERNMENT AND AGENCIES

PACKAGES /PRODUCTS

AMOUNT

MCs' and DJs' per hour
Stage and Sound
Traffic, Sports, News,
Updates /Advertorials

R2, 500.00

(Prices on request)

R4, 000.00 per package
(Opening, middle and
closing billboards) per
sponsored slot

5 Minutes Drama
Event crossover

R1,000.00

To be treated as added
value when you advertise
with Ratlou FM



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GOVERNMENT AND AGENCIES

TIME	COMPETITIONS	SPONSORSHIPS	DIGITAL ADS
05 Mins	R1, 000.00	-	-
10 Mins	R1, 500.00	-	-
15 Mins	R2, 000.00	R3, 000.00	-
30 Mins	R3, 000.00	R6, 000.00	-
60 Mins	-	R10, 000.00	-
Peak Time			R550.00
Off Peak			R350.00



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CONTACT DETAILS

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