



# RATE CARD



## MAIN NEWS SPONSORSHIPS

| RUNNING TIME | OPENING & CLOSING | BUSINESS | SPORTS  |
|--------------|-------------------|----------|---------|
| 07:00HRS     | 1000 ZMK          | 700 ZMK  | 650 ZMK |
| 12:00HRS     | 1000 ZMK          | 700 ZMK  | 650 ZMK |
| 17:45HRS     | 1000 ZMK          | 700 ZMK  | 650 ZMK |

### N.B: PER PLACEMENT/DAY

**MAIN NEWS PACKAGE**

**50,000 ZMK**

- OPENING & CLOSING
- 1 ADDITIONAL ADVERT
- 2 MONTHLY INTERVIEWS
- FREE COVERAGE

**BUSINESS NEWS**

**25,000 ZMK**

- BUSINESS NEWS
- 2 ADVERTS IN NEWS
- 1 MONTHLY INTERVIEWS
- FREE COVERAGE

**SPORTS NEWS**

**16,000 ZMK**

- SPORTS NEWS
- 2 ADVERTS IN NEWS
- FREE COVERAGE

| RUNNING TIME | PEAK    | MORNING | EVENING |
|--------------|---------|---------|---------|
| 15 SECONDS   | 275 ZMK | 200 ZMK | 150 ZMK |
| 30 SECONDS   | 350 ZMK | 300 ZMK | 260 ZMK |
| 45 SECONDS   | 420 ZMK | 350 ZMK | 300 ZMK |
| 1 MINUTE     | 450 ZMK | 400 ZMK | 370 ZMK |

**EXCHANGE RATES: 4 TIMES DAILY - K4000 ZMK**

|   |
|---|
| <b>RADIO ADVERT PRODUCTION</b><br>@ K650 FOR YAR USE<br>@K1500 FOR EXTERNAL                                 |
| <b>WEATHER UPDATES: K3,000 MONTHLY</b><br>07:50HRS , 12:45HRS AND 16:45HRS                                  |
| <b>COMMODITY UPDATES: K4,000 MONTHLY</b><br>06:50HRS , 10:40HRS , 15:40HRS AND 16:45HRS                     |
| <b>OUTSIDE BROADCASTING:</b><br>30MINUTES - K6,500 + K1000 PRODUCTION<br>1HOUR - K10,000 + K1000 PRODUCTION |
| <b>DJ MENTIONS: K450 PER MENTION</b>  |

## PROGRAMS AND RETURNS

| 15 MINUTES RATE     |            |           |
|---------------------|------------|-----------|
| RUNNING TIME        | CHARGE     | MORNING   |
| 07-00 - 10-00HRS    | 15 MINUTES | 3,000 ZMK |
| 10:00HRS - 14:00HRS | 15 MINUTES | 3,000 ZMK |
| 14:00HRS - 16:00HRS | 15 MINUTES | 1,500 ZMK |
| 18:00HRS - 22:00HRS | 15 MINUTES | 1,000 ZMK |
| 30 MINUTES RATE     |            |           |
| 07-00 - 10-00HRS    | 30 MINUTES | 4,500 ZMK |
| 10:00HRS - 14:00HRS | 30 MINUTES | 3,000 ZMK |
| 14:00HRS - 16:00HRS | 30 MINUTES | 2,000 ZMK |
| 18:00HRS - 22:00HRS | 30 MINUTES | 1,500 ZMK |

**PROGRAMS AND RETURNS: HALF PRICE BETWEEN 22HRS & 06HRS**



**COPPERBELTS FEEL GOOD STATION!**