

RATE CARD REVIEW

1. Overall Rate adjustment upwards (10.3%) GDP (2012; 5.1% & 2013; 5.2%)
2. Oshiwambo reviewed upward (Par at National Radio) Effective Percentage increase is 49%
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4. Sponsorship Program loading factors have been increased by the same percentage (Inflation)
5. Both SA & Namibia Rates Cards have been Reviewed

Note: The Table below shows the rate card drivers & Assumptions used to effect the increase

Radio Station	Snapshot at MediaMetrics 1 Day Listenership	Listenership Ranking	Current Rate Prime Time Rate
Oshiwambo	349,146	43%	355
National	129,685	16%	600
Otjherero	100,947	12%	174
Damara/ Nama	100,296	12%	211
Rukavango	81,434	10%	204
Silozi	29,049	4%	168
Afrikaans	23,058	3%	235
Setswana	4,651	1%	98
German	2,998	0%	144
HA!		0%	84

Comments

Gross Domestic Product (GDP)	10.30%	Bank of Namibia (Quarterly Bulletin" 2016) (GDP Growth Rate for 2012; 5.2% & 2013; 5.1%)
Other Factors	0.00%	
Other Factors	-	
Applicable VAT (%)	15%	
Blitz	56	Ads played every second hour for 7 days & client pays for 5 days & get 2 days free
Drive Time	21	Ads played at 07h00, 13h00, 17h00 for a price of 15 Ads
Budget	21	Cheapest slot for the price of 15 Ads
TAP	105	Ads played every hour, client pays for five days & gets 2 days Free