

# SME RATE CARD

South Africa Clients

Radio			Current Rates		Revised Rates	
Item	Details	Day & Time	Excl VAT	Incl VAT	Excl VAT	Incl VAT
1	1 - 9: Live Reads @	Monday - Friday	73	84	81	93
2	10 Live Reads	Monday - Friday	522	600	575	662
3	20 Live Reads	Monday - Friday	783	900	863	993
4	1 - 5: Live Reads @	Saturday & Sunday	365	420	403	463
5	20 Live Reads	Saturday & Sunday	626	720	691	794

Television			Current Rates		Revised Rates	
Item	Details	Day & Time	Excl VAT	Incl VAT	Excl VAT	Incl VAT
1	1 - 5: Live Reads @	Monday - Friday	2,609	3,000	2,877	3,309
2	10 Live Reads	Monday - Friday	10,435	12,000	11,510	13,236
4	10 : Live Reads @	Saturday & Sunday	8,696	10,000	9,591	11,030
5	15 Live Reads	Saturday & Sunday	15,000	17,250	16,545	19,027

#### NOTES

- All bookings must be submitted at least 3 full working days before the date of booking, broadcast or airing.
- All booking request shall be final and binding on the advertiser or agency upon submission.
- Sponsorships entitlements shall take precedence over spot bookings and spots with premium positioning.

#### CANCELLATION

- Cancellation fees of 30% are payable if booking are not cancelled 5 days before broadcast.
- Cancellation fees of 50% are payable if sponsorship or competitions are not cancelled a month in advance.