

# RADIO RATE CARD

Namibia Clients

|                 | National |          | Oshiwambo |          | Damara/ Nama |          | Otjiherero |          | Afrikaans |          | Rukavango |          | Silozi   |          | Setswana |          | German   |          | HA!      |          |
|-----------------|----------|----------|-----------|----------|--------------|----------|------------|----------|-----------|----------|-----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
|                 | Excl VAT | Incl VAT | Excl VAT  | Incl VAT | Excl VAT     | Incl VAT | Excl VAT   | Incl VAT | Excl VAT  | Incl VAT | Excl VAT  | Incl VAT | Excl VAT | Incl VAT | Excl VAT | Incl VAT | Excl VAT | Incl VAT | Excl VAT | Incl VAT |
| <b>WEEKDAYS</b> |          |          |           |          |              |          |            |          |           |          |           |          |          |          |          |          |          |          |          |          |
| 06h00 - 09h00   | 516      | 594      | 516       | 594      | 158          | 181      | 158        | 181      | 174       | 200      | 149       | 171      | 122      | 141      | 73       | 84       | 106      | 122      | 73       | 84       |
| 09h00 - 11h00   | 351      | 403      | 351       | 403      | 149          | 171      | 149        | 171      | 168       | 193      | 131       | 151      | 109      | 126      | 47       | 55       | 89       | 103      | 47       | 55       |
| 11h00 - 12h00   | 199      | 228      | 199       | 228      | 115          | 132      | 115        | 132      | 133       | 153      | 100       | 115      | 84       | 96       | 36       | 42       | 68       | 79       | 36       | 42       |
| 12h00 - 14h00   | 516      | 594      | 516       | 594      | 158          | 181      | 158        | 181      | 174       | 200      | 149       | 171      | 122      | 141      | 73       | 84       | 106      | 122      | 73       | 84       |
| 14h00 - 15h00   | 351      | 403      | 351       | 403      | 149          | 171      | 149        | 171      | 168       | 193      | 131       | 151      | 109      | 126      | 47       | 55       | 89       | 103      | 47       | 55       |
| 15h00 - 16h00   | 199      | 228      | 199       | 228      | 115          | 132      | 115        | 132      | 133       | 153      | 100       | 115      | 84       | 96       | 36       | 42       | 68       | 79       | 36       | 42       |
| 16h00 - 19h00   | 516      | 594      | 516       | 594      | 158          | 181      | 158        | 181      | 174       | 200      | 149       | 171      | 122      | 141      | 73       | 84       | 106      | 122      | 73       | 84       |
| 19h00 - 21h00   | 351      | 403      | 351       | 403      | 149          | 171      | 149        | 171      | 168       | 193      | 131       | 151      | 109      | 126      | 47       | 55       | 89       | 103      | 47       | 55       |
| 21h00 - 06h00   | 199      | 228      | 199       | 228      | 115          | 132      | 115        | 132      | 133       | 153      | 100       | 115      | 84       | 96       | 36       | 42       | 68       | 79       | 36       | 42       |
| <b>SATURDAY</b> |          |          |           |          |              |          |            |          |           |          |           |          |          |          |          |          |          |          |          |          |
| 06h00 - 09h00   | 516      | 594      | 516       | 594      | 158          | 181      | 158        | 181      | 174       | 200      | 149       | 171      | 122      | 141      | 73       | 84       | 106      | 122      | 73       | 84       |
| 09h00 - 13h00   | 351      | 403      | 351       | 403      | 149          | 171      | 149        | 171      | 168       | 193      | 131       | 151      | 109      | 126      | 47       | 55       | 89       | 103      | 47       | 55       |
| 13h00 - 19h00   | 516      | 594      | 516       | 594      | 158          | 181      | 158        | 181      | 174       | 200      | 149       | 171      | 122      | 141      | 73       | 84       | 106      | 122      | 73       | 84       |
| 19h00 - 21h00   | 351      | 403      | 351       | 403      | 149          | 171      | 149        | 171      | 168       | 193      | 131       | 151      | 109      | 126      | 47       | 55       | 89       | 103      | 47       | 55       |
| 21h00 - 06h00   | 199      | 228      | 199       | 228      | 115          | 132      | 115        | 132      | 133       | 153      | 100       | 115      | 84       | 96       | 36       | 42       | 68       | 79       | 36       | 42       |
| <b>SUNDAY</b>   |          |          |           |          |              |          |            |          |           |          |           |          |          |          |          |          |          |          |          |          |
| 06h00 - 09h00   | 516      | 594      | 516       | 594      | 158          | 181      | 158        | 181      | 174       | 200      | 149       | 171      | 122      | 141      | 73       | 84       | 106      | 122      | 73       | 84       |
| 09h00 - 13h00   | 351      | 403      | 351       | 403      | 149          | 171      | 149        | 171      | 168       | 193      | 131       | 151      | 109      | 126      | 47       | 55       | 89       | 103      | 47       | 55       |
| 13h00 - 19h00   | 516      | 594      | 516       | 594      | 158          | 181      | 158        | 181      | 174       | 200      | 149       | 171      | 122      | 141      | 73       | 84       | 106      | 122      | 73       | 84       |
| 19h00 - 21h00   | 351      | 403      | 351       | 403      | 149          | 171      | 149        | 171      | 168       | 193      | 131       | 151      | 109      | 126      | 47       | 55       | 89       | 103      | 47       | 55       |
| 21h00 - 06h00   | 199      | 228      | 199       | 228      | 115          | 132      | 115        | 132      | 133       | 153      | 100       | 115      | 84       | 96       | 36       | 42       | 68       | 79       | 36       | 42       |
| Blitz           | 14,866   | 17,096   | 14,866    | 17,096   | 5,726        | 6,585    | 5,726      | 6,585    | 6,444     | 7,410    | 5,185     | 5,963    | 4,296    | 4,940    | 2,155    | 2,478    | 3,597    | 4,136    | 2,155    | 2,478    |
| Drive Time      | 7,743    | 8,905    | 7,743     | 8,905    | 2,366        | 2,721    | 2,366      | 2,721    | 2,614     | 3,006    | 2,234     | 2,569    | 1,836    | 2,112    | 1,092    | 1,256    | 1,588    | 1,827    | 1,092    | 1,256    |
| Budget          | 2,978    | 3,425    | 2,978     | 3,425    | 1,721        | 1,979    | 1,721      | 1,979    | 2,002     | 2,302    | 1,506     | 1,731    | 1,257    | 1,446    | 546      | 628      | 1,026    | 1,180    | 546      | 628      |
| TAP             | 27,874   | 32,055   | 27,874    | 32,055   | 10,737       | 12,347   | 10,737     | 12,347   | 12,082    | 13,895   | 9,722     | 11,181   | 8,055    | 9,263    | 4,040    | 4,647    | 6,744    | 7,756    | 4,040    | 4,647    |

## 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.