



SABC SUMMER PACKAGES



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INTRO

SUMMER IS UPON US.

Make the most of it by tapping into SABC opportunities to ramp up sales and acquire new customers. There's nothing better than an extensive national and provincial reach, all SA languages, aspirant and premium market! SABC has it.

We are South Africa!!!



RADIO OPPORTUNITIES

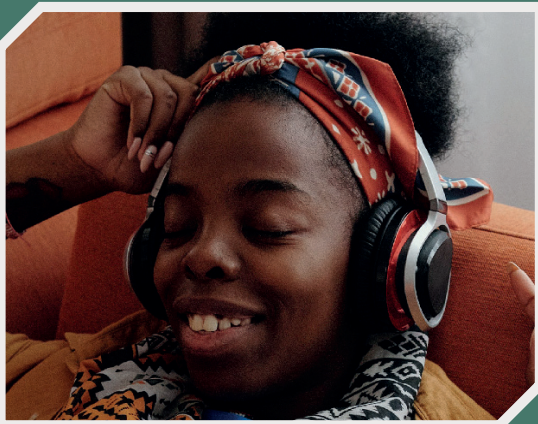
ALS SOAPIES

ALS SOAPIES

Highly captivating and very popular with the African Language listeners – they carry a fascination similar to the soapiess and dramas that broadcast on SABC television channels. The soapiess and dramas tend to have a family setting covering general social everyday issues in townships, schools, homes, places of fun and entertainment, villages, cities, places of work.

INTEGRATION PROCESS:

- Writers subtly integrate/weave in specific products/ brands related messages/benefits into SABC Radio Station soapiess/dramas.
- The integration promotes client's brand / product, position the brand or product in a manner that will yield positive results and drive client messaging and objectives in an authentic and organic manner.



Sponsorship & Advertising Opportunities

ALS SOAPIES

STATION	SPOTS	WEEKS	TOTAL AUDIENCE	CAMPAIGN COST	DISCOUNT	TOTAL VALUE
Ukhozi FM	13	13	R 2,144,000	R 1,659,840.00	R 248,976.00	R 1,659,840.00
Umhlobo Wenene FM	13	13	R 1,086,000	R 521,040.00	R 78,156.00	R 521,040.00
Lesedi FM	13	13	R 809,000	R 583,440.00	R 87,516.00	R 583,440.00
Thobela FM	13	13	R 516,000	R 458,640.00	R 68,796.00	R 458,640.00
Ikwekwezi FM	13	13	R 168,000	R 171,600.00	R 25,740.00	R 171,600.00
Ligwalagwala FM	13	13	R 162,000	R 258,960.00	R 38,844.00	R 258,960.00
Motsweding FM	13	13	R 422,000	R 583,440.00	R 87,516.00	R 583,440.00
Munghana Lonene FM	13	13	R 170,000	R 184,080.00	R 27,612.00	R 184,080.00
Phalaphala FM	13	13	R 109,000	R 134,160.00	R 20,124.00	R 134,160.00
TOTALS	13	13	R 5,586,000	R 4,555,200.00	R 683,280.00	R 4,555,200.00
					DISCOUNT:	R 683,280.00
					DISCOUNT COST:	R 3,871,920.00
					VAT @ 15%	R 580,788.00
					TOTAL	R 4,452,708.00

LESEDI FM

TOP 30 – TSE RATWANG

Favourite Count down to the top 30 and current songs on the list.

ELEMENTS:

- 10's Opening billboard
- 10's Closing billboard
- 6 x 30 Second Generic
- 6 x 10 Second Stings

SHOW NAME: Top 30 – Tse Ratwang

PRESENTER: Thabo Mokone

SHOW TIME SLOT: 09:00 – 12:00

BROADCAST TIME: Saturday

DURATION: 3 hours



Sponsorship & Advertising Opportunities

TOP 30 – TSE RATWANG - 13 WEEKS

BROADCAST TIME	DURATION	DAY	COMMERCIAL CONTENT*	COST PER BROADCAST	VALUE 13 WEEKS	INVESTMENT LESS 45%
09h00-12h00	3hrs	Sat	6x30" & 6x10"	R 45,090	R 586,170	R 322,394

*All sponsorships include OBB and CBB 30" spots...10" stings
To qualify for the 45% discount, buy a minimum of 13 weeks sponsorship.

LESEDI FM

MERETHETHO – AFRICAN SOUNDS

The Saturday night features an array of African Genre music from old to current and profiling upcoming local artists.

ELEMENTS:

- 10 Second Opening Billboard
- 10 Second Closing Billboard
- 30 Second Live Read
- 3-5 Minute Brand Content Integration
- 30 Second Generic Advert
- Social Media posting Facebook or Twitter

SHOW NAME: Merethetho

PRESENTER: Tsholo Leokaoke

SHOW TIME SLOT: 18:00 – 21:00

BROADCAST TIME: Saturday



Sponsorship & Advertising Opportunities

MERETHETHO - 4 WEEKS

ELEMENTS	SPOTS	WEEKS	CAMPAIGN COST:	SAVING	TOTAL VALUE
30" Promos	12	4	R 16,320.00	R 16,320.00	-
Feature Sponsorship: OBB & CBB	4	4	R 9,912.00	-	R 9,912.00
Brand Intergration: 5 Min	4	4	R 42,480.00	R 42,480.00	R 84,960.00
30" Live Read	4	4	R 10,620.00	-	R 10,620.00
Social Media Posting 1 X FB or Twitter	4	4	R 20,000.00	R 8,000.00	R 28,000.00
TOTALS (EXCL. 15% VAT)	28	4	R 99,332.00	R 66,800.00	R 133,492.00

LESEDI FM

JAZZ CLUB SESSIONS

Lesedi Fm Jazz club interactions, is aimed to bring Jazz back to life. Jazz is one of the most listened to genre of music on Lesedi FM, in mesmerizing the Jazz lovers, Lesedi FM will be hosted/visit Jazz Clubs in FS/NW & GP. The station will broadcast from the Jazz Clubs on a Sunday and engage with the club members

ELEMENTS:

- 30" Promos
- Activation – Live Broadcast from a selected venue
- CLIENT Brand Integration
- Social Media Posting : Facebook & Twitter
- 1 Hour Live Vide Stream : All SM platforms

SHOW NAME: Jazz Session
PRESENTER: Lehlohonolo Tsolo
SHOW TIME SLOT: 18:00-21:00
BROADCAST TIME: Sundays



Sponsorship & Advertising Opportunities

JAZZ SESSION - 8 WEEKS

STATIONS	ELEMENTS	WEEKS	SPOTS	VALUE	SAVINGS	INVESTMENT
Promos	30 Seconds Recorded Promos	8 weeks	88	R 290 400,00	R 145 200,00	R 145 200,00
Tour Sponsorship	1 Hour Live Tour Sponsorship	8 weeks	8	R 19 656,00	R 19 656,00	-
Client Content Intergration	5 Minute Interaction	8 weeks	8	R 112 320,00	R 56 160,00	R 56 160,00
Social Media: Facebook Or Twitter	1200pixels Width x 630pixels Height. Short advertorial with 500 characters. Format: Jpeg or a Hi-Res Logo.	8 Weeks	8	R 56 000,00	R 16 000,00	R 40 000,00
1 Hour Live Streaming	1 Hour Live Broadcast Logo on Live Stream Facebook, Twitter & YouTube	8 weeks	8	R 400 000,00	R 200 000,00	R 200 000,00
TOTAL				R 878 376,00	R 437 016,00	R 441 360,00
TOTAL VALUES				R 878 376,00	R 437 016,00	R 441 360,00
CAMPAIGN FLIGHTS OVER 8 WEEKS						
ON-AIR VALUES				R 878 376,00	R 437 016,00	R 441 360,00
TOTAL CAMPAIGN VALUES OVER WEEKS						R 441 360,00
VAT						
TOTAL CLIENT INVESTMENT						R 441 360,00



LESEDI FM

SATURDAY NIGHT PARTY TIME

Music Mix to gear the listeners for the weekend, playlist from current to top released music.

ELEMENTS:

- 10 Second Opening Billboard
- 10 Second Closing Billboard
- 30 Sec Live Read
- 3-5 Minute Brand Integration
- 30 Second Generic Advert
- Social Media posting Facebook or Twitter

SHOW NAME: Party Time

PRESENTER: Matshogo Mahloko

SHOW TIME SLOT: 21:00 – 23:00

BROADCAST TIME: Saturday



Sponsorship & Advertising Opportunities

PARTY TIME - 4 WEEKS

ELEMENTS	SPOTS	WEEKS	CAMPAIGN COST:	SAVING	TOTAL VALUE
30" Promos	12	4	R 11,400.00	R 11,400.00	-
Feature Sponsorship: OBB & CBB	4	4	R 3,024.00	-	R 9,912.00
Brand Intergration: 5 Min	4	4	R 12,960.00	R 12,960.00	R 25,920.00
30" Live Read	4	4	R 3,240.00	-	R 10,620.00
Social Media Posting 1 X FB or Twitter	4	4	R 20,000.00	R 8,000.00	R 28,000.00
TOTALS (EXCL.15% VAT)	28	4	R 50,624.00	R 32,360.00	R 74,452.00

LESEDI FM

LUNCH TIME MUSIC MIX

Current and favourite weekend music mix for the listeners by the listeners, hosted by a Guest DJ.

ELEMENTS:

- 10 Second Opening Billboard
- 10 Second Closing Billboard
- 3-5 Minute Brand Integration
- 30 Second Generic Advert
- Social Media posting Facebook or Twitter

SHOW NAME: Kay Ya Le Wena

PRESENTER: Nkunyana "Skuzabelle" Nkunyana

SHOW TIME SLOT: 12:00 – 15:00

BROADCAST TIME: Saturday

FEATURE DURATION: 30 Minutes



Sponsorship & Advertising Opportunities

KAY YA LE WENA - 4 WEEKS

ELEMENTS	SPOTS	WEEKS	CAMPAIGN COST:	SAVING	TOTAL VALUE
30" Promos	8	4	-	R 21,840.00	R 21,840.00
Music Mix Feature Sponsorship	8	4	R 30,576.00	-	R 30,576.00
Brand Integration	4	4	R 65,520.00	R 65,520.00	R 131,040.00
Social Media Posting: Twitter	4	4	R 20,000.00	R 8,000.00	R 28,000.00
Social Media Posting: Facebook	4	4	R 20,000.00	R 8,000.00	R 28,000.00
TOTALS (EXCL. 15% VAT)	-	-	R 50,624.00	R 103,360.00	R 239,456.00

LESEDI FM

BUA MONNA (MAN ROUNDTABLE)

Bua Monna (Man Talk) is round table conversation segment engaging with South African old and young men from all walks of life unpacking their successes and challenges in society. Weekly guests are invited to discuss an array of subject matters such as GBV, gender equality, young men mentorship programmes, business, employment, education, finance well being, mental well being, health well being and roles they play in their families.

ELEMENTS:

- 10 Second Opening Billboard
- 10 Second Closing Billboard
- 5 minute client content integration
- 3 X 30 Second Generic
- 1 hour live stream on Twitter, IG, Facebook or Youtube

SHOW NAME: Makgulong A Matala

PRESENTER: Thuso Motaung

SHOW TIME SLOT: 09:00-12:00

BROADCAST TIME: 11:00-12:00 Sunday

FEATURE DURATION: 60 minutes



Sponsorship & Advertising Opportunities

MAKGULONG A MATALA

ELEMENTS	TIMING	PER EXECUTION	COST	SAVING	INVESTMENT
Standard Sponsorship Option - 10" Opening Billboard - 10" Closing Billboard - 30" Generic Advert	4 Weeks	R 35 154,00	R 156 240,00	R 15 624,00	R 140 616,00
	13 Weeks	R 31 248,00	R 457 002,00	R 50 778,00	R 406 224,00
Social Media Posting Option Facebook or Twitter Posting	4 Weeks	R 7 000,00	R 40 000,00	R 12 000,00	R 28 000,00
	13 Weeks	R 7 000,00	R 130 000,00	R 39 000,00	R 91 000,00
Digital 1 Hour Stream YouTube/Facebook	4 Weeks	R 50 000,00	R 200 000,00	R 100 000,00	R 100 000
Content Integration Option (Interview) - 10" Opening Billboard - 10" Closing Billboard - 3-5 Minute Content Integration - 30" Generic Advert	4 Weeks	R 210 924,00	R 937 440,00	R 93 744,00	R 843 696,00
	13 Weeks	R 187 488,00	R 2 742 012,00	R 304 548,00	R 2 437 464,00

RADIO 2000

The Friday Weekend Starter

Every Friday between 11:40 and 12:00, we get different dj's from various parts of the country to lead us into the weekend with electric sets on the decks.

ELEMENTS:

- 1x 10" Opening Billboard (pre-recorded)
- 1x 10" Closing Billboard (pre-recorded)
- 2 x 30" Generic Commercial
- Twitter and Facebook posts

SHOW NAME: Better Together

FEATURE DURATION: 20 minutes



Sponsorship & Advertising Opportunities

THE FRIDAY WEEKEND STARTER - MUSIC MIXES - 13 WEEKS

ELEMENTS	VALUE	INVESTMENT
The Weekend Starter	R 505 102	R 307 424

LIGWALAGWALA FM

Sponsorship & Advertising Opportunities

Enough Is Enough!

A women focused live interactive feature whereby listeners call to share their story about a very hard decision they had to make in order to break free from a particularly bondage, particularly domestic abuse.

ELEMENTS:

- 10 Second Opening Billboard
- 10 Second Closing Billboard
- 3-5 Minute Content Integration
- 30 Second Generic Advert
- Social Media posting Facebook or Twitter

SHOW NAME: Tfokomala Nami

PRESENTER: Lungile Mhango

SHOW TIME SLOT: 09:00-12:00

BROADCAST TIME: 10:20 Wednesdays

FEATURE DURATION: 15 minutes

TFOKOMALA NAMI - 13 WEEKS

ELEMENTS	DAY AND TIME	NO. OF INSERTS	TOTAL EXPOSURE	CLIENT SAVING	CLIENT INVESTMENT
Feature Sponsorship (OBB, CBB, 30" recorded advert)	Fridays 11h40-11h50	13	R 233 064	R 116 532	R 116 532
Content Integration	Fridays 11h40-11h50	13	R 388 440	R 194 220	R 194 220
Facebook posts	Fridays	13	R 104 000	R 52 000	R 52 000
TOTAL			R 725 504	R 362 752	R 362 752



LIGWALAGWALA FM

Sponsorship & Advertising Opportunities

HIT PARADE TOP 20

Hosted by Michael “Sweetmike” Singwane, the show profiles international music most loved by Ligwalagwala FM listeners. This is a chart show that plays 20 of the hottest songs in South Africa. This show covers these genres of House, Hip hop, Kwaito, AmaPiano and Afro-pop music. Each week a new song/s is introduced to the playlist and song that have overstayed leaves the chart.

ELEMENTS:

- 10 Second Opening Billboard
- 10 Second Closing Billboard
- 3-5 Minute Giveaway/Competition
- 4 x 30 Second Generic Advert
- 4 x Stings
- Social Media posting Facebook or Twitter

SHOW NAME: Hit Parade Top 20

PRESENTER: Michael “Sweetmike” Singwane

SHOW TIME SLOT: 07:00-09:00

BROADCAST TIME: Saturdays

HIT PARADE TOP 20 - 13 WEEKS

ELEMENTS	DAY AND TIME	NO. OF INSERTS	TOTAL VALUE	CLIENT SAVING	CLIENT INVESTMENT
Feature Sponsorship (OBB, CBB, 4 X 30” recorded adverts & 4 X 10” stings)	Saturdays 07h00-09h00	13	R 497 016	R 248 508	R 248 508
Giveaway/ Competition	Saturdays 07h00-09h00	13	R 276 120	R 138 060	R 138 060
Facebook and Twitter posts	Saturdays	13	R 208 000	R 104 000	R 104 000
TOTAL			R 981 136	R 490 568	R 490 568



LIGWALAGWALA FM

Sponsorship & Advertising Opportunities

LIGCABHO LESIVE - PRIDE OF THE NATION

A lifestyle platform that is recognizing unsung heroes, people who are doing well in their field of service in South Africa. This is where we give credit to their hard work and recognize their effort.

ELEMENTS:

- 10 Second Opening Billboard
- 10 Second Closing Billboard
- 3-5 Minute Content Integration
- 30 Second Generic Advert
- Social Media posting Facebook or Twitter

SHOW NAME: Asambe Drive Show
PRESENTER: Nobuhle & Fortune Ntekati
SHOW TIME SLOT: 15:00-17:30
BROADCAST TIME: 16:45 Mondays
FEATURE DURATION: 5 minutes

ASAMBE DRIVE SHOW - 13 WEEKS

ELEMENTS	DAY AND TIME	NO. OF INSERTS	TOTAL VALUE	CLIENT SAVING	CLIENT INVESTMENT
Feature Sponsorship (OBB, CBB, 30" recorded advert)	Mondays 16h45 – 16:50	13	R 105 300	R 52 650	R 52 650
Giveaway/ Competition	Mondays 16h45 – 16:50	13	R 351 000	R 175 500	R 175 500
Facebook and Twitter posts	Mondays	13	R 104 000	R 52 000	R 52 000
TOTAL			R 560 300	R 280 150	R 280 150



IKWEKWEZI FM

NGIBAWA UMSEBENZI – HIRE A GRADUATE

From graduates high school leavers, iKwekwezi FM's Ngibawa Umsebenzi connects jobseekers with employers who are looking for candidates that are brave enough to distinguish themselves from the rest. Listeners send in their profiles and get to be selected to enjoy time on air to sell their capabilities. This solution-driven feature is a credible meeting point for both employers and their prospective employees.

ELEMENTS:

- 10 Second Opening Billboard
- 10 Second Closing Billboard
- 3-5 Minute Content Integration
- 30 Second Generic Advert
- Social Media posting Facebook or Twitter

SHOW NAME: Amathunzi Anabile AAADS

PRESENTER: Biziwe Masango

SHOW TIME SLOT: 15:00-18:00

BROADCAST TIME: 16:20 Mon & Wed

FEATURE DURATION: 5 minutes



Sponsorship & Advertising Opportunities

AMATHUNZI ANABILE AAADS - 13 WEEKS

ELEMENTS	DAY AND TIME	NO. OF INSERTS	TOTAL EXPOSURE	CLIENT SAVING	CLIENT INVESTMENT
Feature Sponsorship (OBB, CBB, 30" recorded advert)	Mon and Wed 16h20 - 16h25	26	R 165 672	R 82 836	R 82 836
Content Integration	Mon and Wed 16h20 - 16h25	13	R 276 120	R 138 060	R 138 060
Facebook posts	Mondays	13	R 208 000	R 104 000	R 104 000
TOTAL			R 649 792	R 324 896	R 324 896



IKWEKWEZI FM

AFRICA - IKHAYA LAMI

Exploring the continent of Africa while quelling and dispelling stereotypes and misconceptions about the continent, its knowledge systems and its people.

ELEMENTS:

- 10 Second Opening Billboard
- 10 Second Closing Billboard
- 3-5 Minute Competition/Giveaway
- 30 Second Generic Advert
- Social Media posting Facebook or Twitter

SHOW NAME: Sivukile Breakfast Show

PRESENTER: Bussai & R-Voonah

SHOW TIME SLOT: 07:00-09:00

BROADCAST TIME: 08:15 Tuesdays

FEATURE DURATION: 5 minutes



Sponsorship & Advertising Opportunities

SIVUKILE BREAKFAST SHOW - 13 WEEKS

ELEMENTS	DAY AND TIME	NO. OF INSERTS	TOTAL EXPOSURE	CLIENT SAVING	CLIENT INVESTMENT
Feature Sponsorship (OBB, CBB, 1x30" recorded advert)	Tuesdays 08h15 – 08h20	13	R 127 764	R 63 882	R 63 882
Competition/ Giveaway	Tuesdays 08h15 – 08h20	13	R 257 400	R 128 700	R 128 700
Facebook posts	Tuesdays	13	R 104 000	R 52 000	R 52 000
TOTAL			R 489 164	R 244 582	R 244 582



IKWEKWEZI FM

ETHOMA ILANGA LAMI – MY GET-UP-AND GO SONG

Finding inspiration to start the day. Listeners and prominent members of society give an uplifting message and immediately get to choose their get-up-and-go song for the day.

ELEMENTS:

- 10 Second Opening Billboard
- 10 Second Closing Billboard
- 3-5 Minute Content Integration
- 30 Second Generic Advert
- Social Media posting Facebook or Twitter

SHOW NAME: Sivukile Breakfast Show

PRESENTER: Bussai & R-Voonah

SHOW TIME SLOT: 07:00-09:00

BROADCAST TIME: Tuesdays

FEATURE DURATION: 5 minutes



Sponsorship & Advertising Opportunities

SIVUKILE BREAKFAST SHOW - 13 WEEKS

ELEMENTS	DAY AND TIME	NO. OF INSERTS	EXPOSURE VALUE	CLIENT SAVING	CLIENT INVESTMENT
Feature Sponsorship (OBB, CBB, 1x 30" recorded advert)	Tuesdays 07h15 – 07h20	13	R 127 764	R 63 882	R 63 882
Competition/ Giveaway	Tuesdays 07h15 – 07h20	13	R 257 400	R 128 700	R 128 700
Facebook posts	Tuesdays	13	R 104 000	R 52 000	R 52 000
TOTAL			R 489 164	R 244 582	R 244 582



MOTSWEDING FM

Sponsorship & Advertising Opportunities

RAP SAGA

Let DJ Bigboy & Ika Masinamela give you the best local and international hip hop.

ELEMENTS:

- 10 Second Opening Billboard
- 10 Second Closing Billboard
- 3-5 Minute Product Integration
- 30 Second Generic Advert
- 30 Second Live Read
- Social Media posting Facebook or Twitter

SHOW NAME: RAP Saga

PRESENTER: DJ Bigboy

SHOW TIME SLOT: 20:00-22:00

BROADCAST TIME: FRIDAY



RAP SAGA - 4 WEEKS

ELEMENTS	SPOTS	WEEKS	CAMPAIGN COST:	SAVING	TOTAL VALUE
30" Promos	8	4	-	R 10,320.00	R 10,320.00
Feature Sponsorship: OBB & CBB	4	4	R 7,224.00	-	R 7,224.00
Brand Intergration: 5 Min	4	4	R 43,344.00	R 43,344.00	R 86,688.00
30" Live Read	4	4	R 7,740.00	-	R 7,740.00
Social Media Posting 1 X FB or Twitter	4	4	R 20,000.00	R 8,000.00	R 28,000.00
TOTALS (EXCL. 15% VAT)	24	4	R 78,308.00	R 61,664.00	R 139,972.00



Motsweding
87.9 - 107.9

MOTSWEDING FM

RE MMINO (WE ARE MUSIC)

A specialized deep house music show.

ELEMENTS:

- 10 Second Opening Billboard
- 10 Second Closing Billboard
- 30 Second Live Read
- 3-5 Minute Product Integration
- 30 Second Generic Advert
- Social Media posting Facebook or Twitter

SHOW NAME: RE Mmino (We are Music)

PRESENTER: DJ Bigboy

SHOW TIME SLOT: 18:00-21:00

BROADCAST TIME: Saturday



Sponsorship & Advertising Opportunities

RE MMINO (WE ARE MUSIC) - 4 WEEKS

ELEMENTS	SPOTS	WEEKS	CAMPAIGN COST:	SAVING	TOTAL VALUE
30" Promos	8	4	-	R 12,240.00	R 12,240.00
Feature Sponsorship: OBB & CBB	4	4	R 8,568.00	-	R 8,568.00
Brand Intergration: 5 Min	4	4	R 51,408.00	R 35,280.00	R 86,688.00
30" Live Read	4	4	R 9,180.00	-	R 9,180.00
Social Media Posting 1 X FB or Twitter	4	4	R 20,000.00	R 8,000.00	R 28,000.00
TOTALS (EXCL. 15% VAT)	24	4	R 89,156.00	R 55,520.00	R 144,676.00



Motsweding
87.9 - 107.9

MOTSWEDING FM

Sponsorship & Advertising Opportunities

TOP 30

Diabalola Top 30 is the Stations official chart. Listeners have the opportunity of listening to all hits music first on Saturdays between 09h00-12h00. This is a show that counts down your favorite hits from around the globe. The chart show is both relevant and entertaining and ensures MOTSWEDING FM listeners are kept captivated for two solid hours – Time Spent Listening!

ELEMENTS:

- 10" OBB
- 10" CBB
- 6 X 10" Stings
- 6 X 30" Generics

SHOW NAME: Top 30

PRESENTER: Ernest

SHOW TIME SLOT: 09:00-12:00

BROADCAST TIME: Saturday



TOP 30 - 13 WEEKS

BROADCAST TIME	DURATION	DAY	COMMERCIAL CONTENT*	COST PER BROADCAST	VALUE 13 WEEKS	INVESTMENT LESS 45%
09h00-12h00	3hrs	Sat	6x30" & 6x10"	R 24,570	R 319,410	R 175,676

*All sponsorships include OBB and CBB 30" spots...10" stings
To qualify for the 45% discount, buy a minimum of 13 weeks sponsorship.

MOTSWEDING FM

MOTSWEDI WA JAZZ

Motswedi Wa Jazz focuses on profiling bands, individuals, clubs and composers.

ELEMENTS:

- 10 Second Opening Billboard
- 10 Second Closing Billboard
- 30 Second Live Read
- 3-5 Minute Product Integration
- 30 Second Generic Advert
- Social Media posting Facebook or Twitter

SHOW NAME: Motswedi Wa Jazz

PRESENTER: Sylvester Mfuloane

SHOW TIME SLOT: 18:00-20:00

BROADCAST TIME: Sunday



Sponsorship & Advertising Opportunities

MOTSWEDI WA JAZZ - 4 WEEKS

ELEMENTS	SPOTS	WEEKS	CAMPAIGN COST:	SAVING	TOTAL VALUE
30" Promos	8	4	-	R 8,400.00	R 8,400.00
Feature Sponsorship: OBB & CBB	8	4	R 11,760.00	-	R 11,760.00
Brand Intergration: 5 Min	4	4	R 25,200.00	R 61,488.00	R 86,688.00
30" Live Read	4	4	R 6,300.00	-	R 6,300.00
Social Media Posting 1 X FB or Twitter	4	4	R 20,000.00	R 8,000.00	R 28,000.00
TOTALS (EXCL. 15% VAT)	28	4	R 63,260.00	R 77,888.00	R 141,148.00

MUNGHANA LONENE FM

Sponsorship & Advertising Opportunities

MPFANGANYISO / (FRIDAY DJ MIX)

Friday Mix is an entertainment music feature with a fusion of Upcoming DJ, Munghana DJ and Heavy weight DJ's. This feature seeks to usher listeners to an upbeat weekend through popular music.

ELEMENTS:

- 10's Opening billboard
- 10's Closing billboard
- 5 Minute Content Integration/ Giveaway Moment
- 4 x 30 Second Generic Advert
- Social Media posting Facebook & Station Website

SHOW NAME: Khoma Ndlela

PRESENTER: Lindiwe "LinDiva" & Ike "G-Funk" Ngobeni

SHOW TIME SLOT: 15:00-18:00

BROADCAST TIME: 17:35 Fridays

FEATURE DURATION: 30 minutes

KHOMA NDLELA - 13 WEEKS

ELEMENTS	SPONSORSHIP/TOP & TAIL		
	CAMPAIGN VALUE	SAVINGS	CLIENT COST
Feature Rate	R 19 296,00	R 3 618,00	R 15 678,00
Feature x 13 Weeks	R 94 068,00	R 10 452,00	R 83 616,00
Launch Interview	R 20 100,00	R 3 216,00	R 16 884,00
Feature x 13 Weeks	R 94 068,00	R 10 452,00	R 83 616,00
Pre-Promos	R 107 640,00	R 64 584,00	R 43 056,00
Twitter x 13 Weeks	R 130 000,00	R 65 000,00	R 65 000,00
Website x 13 Weeks	R 97 500,00	R 48 750,00	R 48 750,00
Total On Air	R 543 376,00	R 202 454,00	R 340 922,00



MUNGHANA LONENE FM

Sponsorship & Advertising Opportunities

15 MINUTES MIX BY DJ BRIAN

15 minute music mix is a mix crafted by Limpopo famous On Air Talent DJ Brian that also get streamed live on Facebook every Friday mornings. The feature play all kinds of music genres that appeals to our audience. DJ Brian has a huge social media following, he has a Youtube Channel with over 22 MILLION views. We firmly believe this music show feature is a great platform for clients keen to tap into the music environment and technologically savvy audience. This music feature will afford two opportunities of either top and tail sponsorship or content integration by way of featuring client fresh playlist songs within the feature whilst punting listeners to download.

ELEMENTS:

- 10's Opening billboard
- 10's Closing billboard
- 5-10 Minute Content Integration (Optional)
- 30 Second Generic Advert
- Social Media posting Facebook or Twitter (Optional)

SHOW NAME: Phaphama

PRESENTER: Connizer & DJ Brian

SHOW TIME SLOT: 07:00-09:00

BROADCAST TIME: 08:15 Thursdays

FEATURE DURATION: 5-10 minutes

PHAPHAMA - 13 WEEKS

SPONSORSHIP				
ELEMENTS	SPOTS/POST	CAMPAIGN VALUE	CLIENT SAVINGS	CLIENT INVESTMENT
Sponsorship (Obb/Cbb/Spots)	13 Inserts	R 138 996,00	-	R 138 996,00
Feature Promo Spots	52 Spots	R 90 480,00	R 90 480,00	-
Campaign Launch Interview	1 Insert	R 16 380,00	-	R 16 380,00
Twitter	13 Inserts	R 130 000,00	R 65 000,00	R 65 000,00
Station Website	13 Inserts	R 97 500,00	R 48 750,00	R 48 750,00
DJ Powerspot/Endorsement	1 Insert	R 25 000,00	R 10 000,00	R 15 000,00
Total On Air	-	R 498 356,00	R 214 230,00	R 284 126,00



THOBELA FM

THOBELA FM TOP 30

The Presenters of Chart Shows are usually vibrant knows all there is to know about music, the weekend gigs etc. The Chart show has a massive appeal of the young at heart, youthful, techno savvy, upwardly mobile who are highly aspirational and techno gadgets and social media (f/book/twitter/Instagram) reign supreme in this market. Skhu is a radio personality, an Actor; MC for various events and he's a fanatic biker. Once hosted for Thobela FM's Afternoon Drive show, Ntshirogele and he's a full-time actor SABC1's Skeemsaam AKA Meneer Manaka.

ELEMENTS:

- 10 Second Opening Billboard
- 10 Second Closing Billboard
- 6 x 10's Stings
- 6 x 30 Second Generic Advert
- Digital Platforms

SHOW NAME: Thobela

PRESENTER: Skhumbuzo "The Immaculate"
Mbatha

SHOW TIME SLOT: 10:00-13:00

BROADCAST TIME: Saturdays

FEATURE DURATION: 3 Hours



Sponsorship & Advertising Opportunities

THOBELA FM TOP 30 - 13 WEEKS

CAMPAIGN ELEMENTS	DURATION	TIME CHANNEL	SPOTS / POSTS	CAMPAIGN VALUE	CLIENT INVESTMENT	CLIENT SAVINGS
Chart Show Sponsorship	13 Weeks	10h00-13h00	13 Inserts	R 600 912,00	R 271 245,00	R 329 667,00
Client/Artist Interview	Once Off	10h00-13h00	1 Insert	R 32 100,00	-	R 32 100,00
Pre-Promos	13 Weeks	09h00-15h00	65 Spots	R 166 920,00	-	R 166 920,00
Facebook	13 Weeks	12h00	13 Posts	R 130 000,00	R 65 000,00	R 65 000,00
Website	13 Weeks	All Hours	13 Weeks	R 97 500,00	R 48 750,00	R 48 750,00
Total				R 1 027 432,00	R 384 995,00	R 642 437,00

THOBELAFM
MOŠATE WA TSEBO LE BOITHABIŠO

THOBELA FM

FRIDAY MUSIC MIX

Music Mixes by Local DJ's
Every Friday and Monday, including the eve of public holidays and during public holidays, we play a 30 minutes mixes from various known & unknown Dj's immediately after the Headline news at 17h30.

ELEMENTS:

- 10 Second Opening Billboard
- 10 Second Closing Billboard
- 5 Minute Content Integration/ Giveaway Moment
- 4 x 30 Second Generic Advert
- Social Media posting Facebook & Station Website

SHOW NAME: Ntshirogele
PRESENTER: Sebasa "The Supadupa" Mogale & Mankoko Baby
SHOW TIME SLOT: 15:00-18:00
BROADCAST TIME: 17h:31 Fridays
FEATURE DURATION: 30 minutes



Sponsorship & Advertising Opportunities

NTSHIROGELE - 13 WEEKS

SPONSORSHIP/TOP & TAIL					
CAMPAIGN ELEMENTS	DURATION	SPOTS / POSTS	CAMPAIGN VALUE	CLIENT COST	CLIENT SAVINGS
Feature (Opening/ Spots/Closing)	30 Minutes	16 Spots	R 195 936,00	R 159 198,00	R 36 738,00
Giveaway / Interview	5 Minutes	1 Insert	R 47 100,00	R 28 260,00	R 18 840,00
Pre-Promos	30 seconds	52 Spots	R 279 240,00	R 111 696,00	R 167 544,00
Facebook		13 Posts	R 130 000,00	R 65 000,00	R 65 000,00
Website		13 Weeks	R 97 500,00	R 48 750,00	R 48 750,00
Total			R 749 776,00	R 412 904,00	R 336 872,00

THOBELAFM
MOŠATE WA TSEBO LE BOITHABIŠO

PHALAPHALA FM

Sponsorship & Advertising Opportunities

CELEBRATING SUMMER WITH VHUPO HASHU / TRAVEL & TOURISM FEATURE

Limpopo by its nature is a tourism paradise for most travel enthusiast, 70% Kruger National Park falls within Limpopo. Phalaphala FM 25 years of listeners overseas travel without fail with exception for 2020 & 2021 due to the global pandemic Covid-19. On air, we promote local tourism and encourage people to know where they live and their surroundings and we play quiz wherein listeners would guess the correct answers of venues and places. As more and more people are vaccinated, the sooner the the country opens up for tourism and summer time is great time for tourism.

ELEMENTS:

- 10's Opening billboard
- 10's Closing billboard
- 5 Minute Content Integration (Optional)
- 30 Second Generic Advert
- Social Media posting Facebook or Twitter

SHOW NAME: Vandilani

PRESENTER: Shandukani Lukhwareni &
Tico Liphadzi

SHOW TIME SLOT: 15:00-18:00

BROADCAST TIME: 17:45 Wednesday

FEATURE DURATION: 5-10 minutes



VANDILANI - 13 WEEKS

ELEMENTS	DURATION	OPTION 1 SPONSORSHIP/TOP & TAIL			OPTION 2 CONTENT INTEGRATION		
		CAMPAIGN VALUE	CLIENT COST	SAVINGS	CAMPAIGN VALUE	CLIENT COST	SAVINGS
Content Integration	13 Inserts	R 27 378,00	R 27 378,00	-	R 152 100,00	R 127 764,00	R 24 336,00
Launch Interview (5 Min)	1 Insert	R 11 700,00	R 9 828,00	R 1 872,00	R 27 300,00	-	R 27 300,00
Twitter	13 Posts	R 130 000,00	R 65 000,00	R 65 000,00	R 130 000,00	R 65 000,00	R 40 000,00
Website	13 Weeks	R 97 500,00	R 48 750,00	R 48 750,00	R 97 500,00	R 48 750,00	R 48 750,00
Total		R 266 578,00	R 150 956,00	R 115 622,00	R 406 900,00	R 241 514,00	R 140 386,00

PHALAPHALA FM

Sponsorship & Advertising Opportunities

PHENYADZINWE / FRIDAY CHART SHOW

Phenyadzinwe: Top 30 Music Chart plays both local and national songs. This unique Chart Show takes place on Friday Evenings however has the same characteristic of a typical Weekend Chart Show. It is 3 hours long and we play current music that appeals to the Venda speaking and understanding youth. The time of broadcast makes the show even more viable and attractive to alcoholic beverages which under usual Chart Show on Saturday mid-morning slot, no alcohol is allowed to be aired as per the ARA guidelines. Friday evening is exactly what listeners want to unwind after a long week of school or work.

ELEMENTS:

- 10's Opening billboard
- 10's Closing billboard
- 6 x 10's Stings
- 6 x 30 Second Generic Advert
- Digital Platforms

SHOW NAME: Top 30

PRESENTER: Rofhiwa G-Voice

SHOW TIME SLOT: 21:00-24:00

BROADCAST TIME: Fridays

FEATURE DURATION: 3 Hours



TOP 30 - 13 WEEKS

CAMPAIGN ELEMENTS	DURATION	TIME CHANNEL	SPOTS / POSTS	CAMPAIGN VALUE	CLIENT INVESTMENT	CLIENT SAVINGS
Chart Show Sponsorship	13 Weeks	21h00-00h00	13 Inserts	R 168 480,00	R 91 260,00	R 77 220,00
Client/Artist Interview	Once Off	21h05-13h00	1 Insert	R 9 000,00	-	R 9 000,00
Pre-Promos	13 Weeks	07h00-20h00	78 Spots	R 107 640,00	-	R 107 640,00
Facebook	13 Weeks	12h00	13 Posts	R 130 000,00	R 65 000,00	R 65 000,00
Website	13 Weeks	All Hours	13 Weeks	R 97 500,00	R 48 750,00	R 48 750,00
Total				R 512 620,00	R 205 010,00	R 307 610,00

RSG

ALHOEBEKKER

Take a breath after 3 hours of news and actuality. Connect with yourself and those around you. Focus on body, mind and soul – self awareness and an uplifting approach. ‘Travelling inwards’

KLETS EN KOOK - A feature on Mondays @09h30 alternating with Willie Strauss and Frik de Jager, two well-travelled and seasoned chefs and food lovers – one has a restaurant and the other publishes recipe books.

ELEMENTS:

- 10's Opening billboard
- 10's Closing billboard
- 1 x 30" Generic Commercial
- 1 x Website Post / PODCAST
- Client Content Integration



Sponsorship & Advertising Opportunities

ALHOEBEKKER - 13 WEEKS

OPTION ONE					
ELEMENTS	TIMING	SPOTS	COST	SAVING	INVESTMENT
2x30 Second Throw Forward	13 Weeks	26	R 253 890,00	R 253 890,00	R 0,00
10-15 Minute Feature	13 Weeks	13	R 152 334,00	R 0,00	R 152 334,00
Social Media posting	13 Weeks	13x PODCAST or 13x Twitter Post	R 91 000,00	R 26 000,00	R 65 000,00
Website	13 Weeks	52 000 Impressions	R 18 200,00	R 5 200,00	R 13 000,00
TOTALS EXCLUDING VAT			R 515 424,00	R 285 090,00	R 230 334,00

OPTION TWO					
ELEMENTS	TIMING	SPOTS	COST	SAVING	INVESTMENT
2x30 Second Throw Forward	13 Weeks	26	R 253 890,00	R 253 890,00	R 0,00
10-15 Minute Feature + Integration	13 Weeks	13	R 660 114,00	R 0,00	R 660 114,00
Social Media posting	13 Weeks	13x PODCAST or 13x Twitter Post	R 91 000,00	R 26 000,00	R 65 000,00
Website	13 Weeks	52 000 Impressions	R 18 200,00	R 5 200,00	R 13 000,00
TOTALS EXCLUDING VAT			R 1 023 204,00	R 285 090,00	R 738 114,00

METRO FM

PENTHOUSE SESSION ROOFTOP PARTIES

The Penthouse Sessions Rooftop parties will launch the last week of November and culminate with the December grand finale in Cape Town. The events will take place at the peak of the festive summer season. Due to covid, people are hungry for lifestyle events that will unlock their summer festivities and METRO FM will provide just that.

ELEMENTS:

- 5 Minute interview
- 30" recorded generic
- 30" recorded audio
- 3 hour show association
- 10" recorded audio
- 30" script
- 1-3 minute giveaway moment
- 10" recorded audio
- 30" recorded audio
- 5 minute live crossing
- 10" recorded audio
- On the ground activation

DATES: 27 November 2021 - Johannesburg
4 December 2021 - Nelspruit
11 December 2021 - Durban
18 December 2021 - Cape Town



Sponsorship & Advertising Opportunities

PENTHOUSE SESSION ROOFTOP PARTIES - 4 WEEKS

HEADLINE SPONSOR						
STATIONS	NO. OF SPOTS	ELEMENT	MATERIAL REQUIREMENTS	CAMPAIGN VALUE	SAVING	INVESTMENT
Launch Interview	1	5 Minute interview	Briefing form supplied by client	R 105,600	R 70,140	R 35,460
Station Promos	56	30" recorded generic	Audio recorded by station	R 737,640	R 737,640	R 0
Generics	30	30" recorded audio	Audio Supplied by client	R 510,480	R 0	R 510,480
Show Association	4	3 hour show association	Briefing form supplied by client	R 425,520	R 42,552	R 382,968
Opening Billboard	4	10" recorded audio	Audio Supplied by client	R 17,730	R 17,730	R 0
Live Reads	8	30" script	Script Supplied by client	R 70,920	R 0	R 70,920
Giveaway Moments	3	1-3 minute giveaway moment	Briefing form supplied by client	R 141,840	R 88,650	R 53,190
Stings	24	10" recorded audio	Audio Supplied by client	R 17,730	R 17,730	R 0
Sponsorship Generics	24	30" recorded audio	Audio Supplied by client	R 141,840	R 141,840	R 0
Client Live Crossings	8	5 minute live crossing	Briefing form supplied by client	R 472,800	R 189,120	R 283,680
Closing Billboard	4	10" recorded audio	Audio Supplied by client	R 17,730	R 17,730	R 0
Social Media: Facebook, Ig & Twitter	10		1200pixels Width x 630pixels Height. Short advertorial with 500 characters. Format: Jpeg or a Hi-Res Logo. Click through URL Link to the clients website.	R 380,000	R 190,000	R 190,000
BTL Activation	4	On the ground activation	Branding collateral supplied by Client & client to set up branding	R 800,000	R 400,000	R 400,000
Total Value				R 3,839,830	R 1,913,132	R 1,926,698

METRO FM

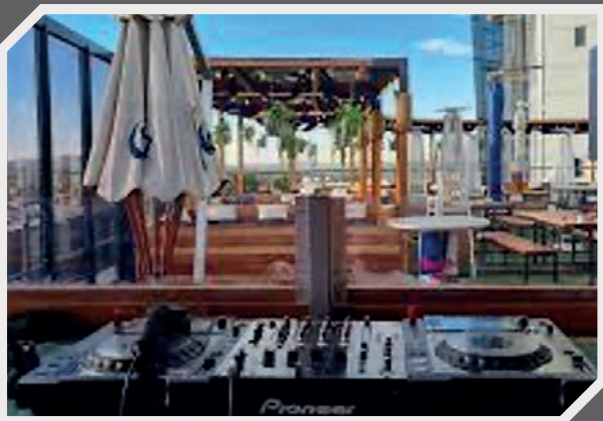
PENTHOUSE SESSION ROOFTOP PARTIES

The Penthouse Sessions Rooftop parties will launch the last week of November and culminate with the December grand finale in Cape Town. The events will take place at the peak of the festive summer season. Due to covid, people are hungry for lifestyle events that will unlock their summer festivities and METRO FM will provide just that.

ELEMENTS:

- 5 Minute interview
- 30" recorded audio
- 30" script
- 1-3 minute giveaway moment
- 5 minute live crossing
- On the ground activation

DATES: 27 November 2021 - Johannesburg
4 December 2021 - Nelspruit
11 December 2021 - Durban
18 December 2021 - Cape Town



Sponsorship & Advertising Opportunities

PENTHOUSE SESSION ROOFTOP PARTIES - 1 WEEK

SUB SPONSOR PER EVENT						
STATIONS	NO. OF SPOTS	ELEMENT	MATERIAL REQUIREMENTS	CAMPAIGN VALUE	SAVING	INVESTMENT
Launch Interview	1	5 Minute interview	Briefing form supplied by client	R 105,600	R 42,240	R 63,360
Generics	19	30" recorded audio	Audio supplied by client	R 264,990	R 121,320	R 143,670
Live Reads	2	30" script	Script Supplied by client	R 31,680	R 0	R 31,680
Giveaway Moments	1	1-3 minute giveaway moment	Briefing form supplied by client	R 73,920	R 42,240	R 31,680
Client Live Crossings	1	5 minute live crossing	Briefing form supplied by client	R 105,600	R 42,240	R 63,360
Social Media: Facebook/Ig/ Twitter	10		1200pixels Width x 630pixels Height. Short advertorial with 500 characters. Format: Jpeg or a Hi-Res Logo. Click through URL Link to the clients website.	R 280,000	R 140,000	R 140,000
BTL Activation	1	On the ground activation	Branding collateral supplied by Client	R 200,000	R 100,000	R 100,000
Total Value				R 1,061,790	R 488,040	R 573,750

METRO FM

CRUISE CONTROL ADVANCED DRIVING WITH PH

This experience will be hosted by PH who is the show host of METRO FM's weekend lifestyle show Cruise Control. Lucky listeners and PH will take defensive and safe driving course, if they pass, they will be certified. The day will end in a late lunch and each participant will receive a goody bag. This activation will speak to experiential moments that people have not had an opportunity to attend due to the Covid19 pandemic.

ELEMENTS:

- 5 Minute interview
- 30" recorded generic
- 30" recorded audio
- 3 hour show association
- 10" recorded audio
- 30" script
- 1-3 minute giveaway moment
- 10" recorded audio
- 30" recorded audio
- 1-3 minute event interview
- 10" recorded audio
- On the ground activation



Sponsorship & Advertising Opportunities

CRUISE CONTROL ADVANCED DRIVING - 4 WEEKS

HEADLINE SPONSOR						
STATIONS	NO. OF SPOTS	ELEMENT	MATERIAL REQUIREMENTS	CAMPAIGN VALUE	SAVING	INVESTMENT
Launch Interview	1	5 Minute interview	Briefing form supplied by client	R 105,600	R 42,240	R 63,360
Station Promos	56	30" recorded generic	Audio recorded by station	R 737,640	R 737,640	R 0
Generics	38	30" recorded audio	Audio Supplied by client	R 529,980	R 0	R 287,340
Show Association	4	3 hour show association	Briefing form supplied by client	R 760,320	R 76,032	R 684,288
Opening Billboard	4	10" recorded audio	Audio Supplied by client	R 31,680	R 31,680	R 0
Live Reads	4	30" script	Script Supplied by client	R 63,360	R 0	R 63,360
Giveaway Moments	4	1-3 minute giveaway moment	Briefing form supplied by client	R 295,680	R 168,960	R 126,720
Stings	24	10" recorded audio	Audio Supplied by client	R 31,680	R 31,680	R 0
Sponsorship Generics	24	30" recorded audio	Audio Supplied by client	R 253,440	R 253,440	R 0
Client Live Crossings	2	1-3 minute event interview	Briefing form supplied by client	R 295,680	R 168,960	R 126,720
Closing Billboard	4	10" recorded audio	Audio Supplied by client	R 31,680	R 31,680	R 0
Social Media: Facebook, Ig & Twitter	10		1200pixels Width x 630pixels Height. Short advertorial with 500 characters. Format: Jpeg or a Hi-Res Logo. Click through URL Link to the clients website.	R 140,000	R 70,000	R 70,000
BTL Activation	1	On the ground activation	Branding collateral supplied by Client & client to set up branding	R 200,000	R 100,000	R 100,000
Total Value				R 3,476,740	R 1,712,312	R 1,521,788

METRO FM

CRUISE CONTROL ADVANCED DRIVING WITH PH

The Cruise Control advanced driving with PH presents the perfect environment for a car sponsor as it gives client an opportunity to drive their summer campaigns through this activation and be part of great experiential initiative.

ELEMENTS:

- 5 Minute interview
- 30" recorded audio
- 30" script
- 1-3 minute giveaway moment
- 5 minute live crossing
- On the ground activation



Sponsorship & Advertising Opportunities

CRUISE CONTROL ADVANCED DRIVING - 4 WEEKS

CAR SPONSOR						
STATIONS	NO. OF SPOTS	ELEMENT	MATERIAL REQUIREMENTS	CAMPAIGN VALUE	SAVING	INVESTMENT
Launch Interview	1	5 Minute interview	Briefing form supplied by client	R 105,600	R 42,240	R 63,360
Generics	19	30" recorded audio	Audio supplied by client	R 264,990	R 121,320	R 143,670
Live Reads	4	30" script	Script Supplied by client	R 63,360	R 0	R 63,360
Giveaway Moments	1	1-3 minute giveaway moment	Briefing form supplied by client	R 63,360	R 31,680	R 31,680
Client Live Crossings	1	5 minute live crossing	Briefing form supplied by client	R 105,600	R 42,240	R 63,360
Social Media: Facebook/Ig/ Twitter	10		1200pixels Width x 630pixels Height. Short advertorial with 500 characters. Format: Jpeg or a Hi-Res Logo. Click through URL Link to the clients website.	R 380,000	R 190,000	R 190,000
BTL Activation	1	On the ground activation	Branding collateral supplied by Client	R 100,000	R 50,000	R 50,000
Total Value				R 1,082,910	R 477,480	R 605,430

METRO FM

CRUISE CONTROL ADVANCED DRIVING WITH PH

The Cruise Control advanced driving with PH presents the perfect environment for petroleum sponsor as it gives client an opportunity to drive their summer campaigns through this activation and be part of great experiential initiative.

ELEMENTS:

- 5 Minute interview
- 30" recorded audio
- 30" script
- 1-3 minute giveaway moment
- 5 minute live crossing
- On the ground activation



Sponsorship & Advertising Opportunities

CRUISE CONTROL ADVANCED DRIVING - 4 WEEKS

PETROLEUM SPONSOR						
STATIONS	NO. OF SPOTS	ELEMENT	MATERIAL REQUIREMENTS	CAMPAIGN VALUE	SAVING	INVESTMENT
Launch Interview	1	5 Minute interview	Briefing form supplied by client	R 105,600	R 42,240	R 63,360
Generics	19	30" recorded audio	Audio supplied by client	R 264,990	R 121,320	R 143,670
Live Reads	4	30" script	Script Supplied by client	R 63,360	R 0	R 63,360
Giveaway Moments	1	1-3 minute giveaway moment	Briefing form supplied by client	R 63,360	R 31,680	R 31,680
Client Live Crossings	1	5 minute live crossing	Briefing form supplied by client	R 105,600	R 42,240	R 63,360
Social Media: Facebook/Ig/ Twitter	10		1200pixels Width x 630pixels Height. Short advertorial with 500 characters. Format: Jpeg or a Hi-Res Logo. Click through URL Link to the clients website.	R 380,000	R 190,000	R 190,000
BTL Activation	1	On the ground activation	Branding collateral supplied by Client	R 100,000	R 50,000	R 50,000
Total Value				R 1,082,910	R 477,480	R 605,430

METRO FM

NEW YEARS EVE PARTY – TAP INTO 2022

METRO FM is closing off the year 2021 with a bang with the mother of all New Year's Eve parties ON 31ST December 2021. This event will be for a maximum of 500 guests (covid alert level permitting) and will showcase the best in Mzansi entertainment.

Venue: Altitude Beach club in Fourways. A destination for luxury and exclusivity!!!

ELEMENTS:

- 5 Minute interview
- 30" recorded generic
- 30" recorded audio
- 30" script
- 1-3 minute giveaway moment
- 5 minute live crossing
- On the ground activation



Sponsorship & Advertising Opportunities

NEW YEARS EVE PARTY – TAP INTO 2022 - 4 WEEKS

HEADLINE SPONSOR						
STATIONS	NO. OF SPOTS	ELEMENT	MATERIAL REQUIREMENTS	CAMPAIGN VALUE	SAVING	INVESTMENT
Launch Interview	1	5 Minute interview	Briefing form supplied by client	R 105,600	R 1,200	R 104,400
Station Promos	56	30" recorded generic	Audio recorded by station	R 737,640	R 737,640	R 0
Generics	38	30" recorded audio	Audio supplied by client	R 529,980	R 0	R 287,340
Live Reads	16	30" script	Script Supplied by client	R 362,340	R 0	R 362,340
Giveaway Moments	3	1-3 minute giveaway moment	Briefing form supplied by client	R 295,680	R 165,000	R 130,680
Client Live Crossings	3	5 minute live crossing	Briefing form supplied by client	R 337,800	R 135,120	R 202,680
Social Media: Facebook/Ig/ Twitter	10		1200pixels Width x 630pixels Height. Short advertorial with 500 characters. Format: Jpeg or a Hi-Res Logo. Click through URL Link to the clients website.	R 380,000	R 190,000	R 190,000
BTL Activation	1	On the ground activation	Branding collateral supplied by Client	R 200,000	R 100,000	R 100,000
Total Value				R 2,949,040	R 1,328,960	R 1,377,440

METRO FM

NEW YEARS EVE PARTY – TAP INTO 2022

METRO FM is closing off the year 2021 with a bang with the mother of all New Year's Eve parties ON 31ST December 2021. This event will be for a maximum of 500 guests (covid alert level permitting) and will showcase the best in Mzansi entertainment.

Venue: Altitude Beach club in Fourways. A destination for luxury and exclusivity!!!

ELEMENTS:

- 5 Minute interview
- 30" recorded audio
- 30" script
- 1-3 minute giveaway moment
- 5 minute live crossing
- On the ground activation



Sponsorship & Advertising Opportunities

NEW YEARS EVE PARTY – TAP INTO 2022 - 2 WEEKS

SUB SPONSOR PER EVENT

STATIONS	NO. OF SPOTS	ELEMENT	MATERIAL REQUIREMENTS	CAMPAIGN VALUE	SAVING	INVESTMENT
Launch Interview	1	5 Minute interview	Briefing form supplied by client	R 105,600	R 42,240	R 63,360
Generics	19	30" recorded audio	Audio supplied by client	R 270,090	R 121,320	R 148,770
Live Reads	5	30" script	Script Supplied by client	R 162,000	R 0	R 162,000
Giveaway Moments	1	1-3 minute giveaway moment	Briefing form supplied by client	R 295,680	R 230,880	R 64,800
Client Live Crossings	1	5 minute live crossing	Briefing form supplied by client	R 295,680	R 253,020	R 42,660
Social Media: Facebook/Ig/ Twitter	10		1200pixels Width x 630pixels Height. Short advertorial with 500 characters. Format: Jpeg or a Hi-Res Logo. Click through URL Link to the clients website.	R 240,000	R 120,000	R 120,000
BTL Activation	1	On the ground activation	Branding collateral supplied by Client	R 100,000	R 50,000	R 50,000
Total Value				R 1,469,050	R 817,460	R 651,590



SPORT OPPORTUNITIES

SABC SPORT

BUNDESLIGA

The German National Football League, better known as the Bundesliga has returned to SABC 3 screens for a second year, with all of 34 matches live on Saturdays/Sundays. German soccer is renowned for quality, precision and passionate play filled with promises of top-class action and dynamic players.



Sponsorship & Advertising Opportunities

BUNDESLIGA

LIVE SOCCER – SATURDAYS / SUNDAYS @15H30 – SABC3

18 NOVEMBER 2021 TO 14 MAY 2022

COMMERCIAL ELEMENTS:

2 x 30" Classic Commercial
2 x 10" Squeeze Backs

R 1,811,160

COMMERCIAL ELEMENTS:

1 x 30" Classic Commercial
2 x 10" Squeeze Backs
1 x 10" Full Page Graphic
2 x 10min Corner Logo
1 x 10" Presenter Mention

R 3,227,850

SABC SPORT

EXTREME E CHAMPIONSHIP

Extreme E showcases the performance of electric vehicles, using a powerful mix of thrilling sports action, scientific education and storytelling. The series not only brings an exciting new racing circuit to the motorsport calendar but also carries an important message around climate change. The off-road electric vehicles will go head-to-head in five remote locations; arctic, desert, rainforest, glacier, and coastal; which are already damaged or severely under threat of climate change from a range of serious issues.



Sponsorship & Advertising Opportunities

EXTREME E CHAMPIONSHIP

LIVE – SAT/SUN – SABC3 & SABC SPORT CHANNEL

SAT/SUN, 11 & 12 DECEMBER 2021 - ARGENTINA

COMMERCIAL ELEMENTS:

4 x 30" Classic Commercial
4 x 10" Squeeze Backs

R 89,440

COMMERCIAL ELEMENTS:

1 x 10" Opening & Closing Billboard
4 x 30" Classic Commercial
4 x 10" Squeeze Backs
1 x 30min Corner Logo

R 140,800

SABC SPORT

WRC – WORLD RALLY CHAMPIONSHIP

The World Rally Championship is the highest level of global competition in the motorsport discipline of rallying, governed and organised by the FIA. There are separate championships for drivers, co-drivers and manufacturers, with a new teams championship added in 2021.



Sponsorship & Advertising Opportunities

WRC – WORLD RALLY CHAMPIONSHIP

HIGHLIGHTS – FRI/SAT/SUN – SABC SPORT CHANNEL

FRI-SUN, 19-21 NOVEMBER 2021 – ITALY

COMMERCIAL ELEMENTS:

2 x 30" Classic Commercial
2 x 10" Sting

R 163,874

COMMERCIAL ELEMENTS:

1 x 10" Opening & Closing Billboard
2 x 30" Classic Commercial
2 x 10" Sting

R 159,750

T's & C's

STANDARD TERMS AND CONDITIONS

- The price quoted excludes VAT and production costs of client exposure elements.
- TV Sponsorship packages apply average rates.
- TV Sponsorship packages apply average rates; therefore, they will not align with presiding rates in the rate card.
- Airtime not utilized during the contract period will be forfeited.
- SABC shall enter into a contract directly with the sponsor, the advertising agency or production company. In the latter case the sponsor shall document that the agency is authorized to act on their behalf.
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- 10 Seconds Squeeze Backs are subject to availability.
- In the case of a competition, the minimum prize value is R5,000 per winner per day and the prizes must be pre-approved by station management.
- In the case of a competition, the prizes must be delivered direct to winners, SABC to supply all winner details
- All elements of the campaign are subject to Station Management approval.
- Airtime subject to availability at the time of booking.
- All costs quoted are exclusive of VAT
- Cancellation is subject to 20 working days written notice prior to broadcast.
- Programming on radio stations was correct at time of going to print. Radio Station programming, however, is subject to change without notice.
- The Programming Manager reserves the right to alter any aspect of the programming at his/her own discretion.
- All pre-promos remain the property of the station. They are scripted, voiced and produced by the station. The client's brand name and pay offline will be mentioned in the promo. If the client wants more commercial content, client is advised to book an additional generic campaign. Clients do not have any editorial rights with regards to pre-promos.