



Reg No: 132-716 NPO
Ikutani FM
2985 Kwaggafontein C
Mpumalanga
0458

Contact details

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IKUTANI FM AIRTIME ADVERTISING RATES

- Local businesses: Refers to businesses operating within the municipality (i.e., the Thembisile local municipality).
- Community: Refers to public announcements (schools, tribal offices, churches, etc.)
- National businesses: businesses operating on a national level and / a branded company.
- Agencies: Personnel/ organizations representing other businesses.
- Government: Individuals operating on behalf of the state.

Once off airtime

Production fee: R350

Product	Duration	Clientele				
		Community	Local businesses	agencies	National Businesses	Government
Live read	45sec	R45	R250	R450	R500	R500
Recorded advert	45sec	R100	R300	R450	R600	R600
Live Interviews						
Live Interview	5 minutes	R250	R300	R350	R1400	R1400
Live Interview	15 minutes	R500	R500	R1000	R2100	R2100
Live Interview	30 minutes	R1000	R1500	R3900	R4100	R4100
Live Interview	45 minutes	R2800	R3500	R5800	R5800	R6000
Live feed	1 hour	R2600	R3000	R 5500	R5500	R8000
Brand Promotion/ Business Promotion						
Brand Promo	5 days	R4000	R5800	R6000	R6000	R6000
Brand promo	7 days promo	R5000	R7000	R8000	R10000	R10000
sponsorship	20 sec	R300	R1800	R2000	R2000	R2400
Outside broadcast	3 hours	R10000	R12000	R17000	R17000	R23000

Terms: No sales of alcohol & Cigarettes

Long term discounted packages

Pastoral packages

Product	Duration	Price
Once off Session	30 min	R650
Monthly (4 Sessions per month)	30 min	R2 470
2 Months (8 Sessions)	30 min	R4 940

Local Businesses

product	Duration	Price
Bronze Package		
1 Month 60 Adverts 15 Minutes interview (once off)	2 times a day	R2000
Silver Package		
60 Adverts 1 Live read (during Peak hours) 15 Minutes Interview	2 times a day	R3000
Gold Package		
120 Adverts 15 minutes interview 1 Live read during peak hours	4 times a day	R4500

Terms: The above local rates only apply to a single branched business.

National / International businesses/ Agencies

Product	Duration	Price
7 days Adverts 15 min Interview (once off) 2 live reads	3 times a day	R13600
14 days Adverts 15 min Interview 2 live reads	3 times a day	R 24100
1month Adverts (2)15 Min Interviews 4 live reads	4 times a day	R66 200
1 Month adverts (2)15 min Interviews 4 live reads	5 times a day	R 81000

Government

Product	Duration	Price
OB 1 Interview 9 adverts	Once off	R 27 800
OB 20 Adverts 3 interviews	Once off	R33 500
OB 20 Adverts 2 interviews 3 Live reads	Once off	R41 200