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**ALGOA FM ADVERTISING RATES:
 EFFECTIVE: 1st OCTOBER 2019**

WEEKDAYS		WEEKEND		
MONDAY - FRIDAY		TIME	SATURDAY	SUNDAY
00:00 - 05:00	R430	00:00 - 06:00	R430	R430
05:00 - 06:00	R960	06:00 - 09:00	R1 660	R1 260
06:00 - 09:00	R5 250	09:00 - 12:00	R2 400	R2 160
09:00 - 12:00	R2 590	12:00 - 15:00	R810	R780
12:00 - 15:00	R2 510	15:00 - 18:00	R720	R690
15:00 - 19:00	R2 630	18:00 - 21:00	R550	R560
19:00 - 21:00	R620	21:00 - 00:00	R430	R430
21:00 - 00:00	R430			
The Drive with Brian Ndevu (East London)		The Drive with Lance du Plessis (Garden Route)		
15:00 - 19:00	R1000	15:00 - 19:00	R790	

❖ Above rates based on 30 second recorded commercials
 ❖ Consult matrix below for duration conversion table

DURATION*	5"	10"	15"	20"	25"	30"	35"	40"	45"	50"	55"	60"
MULTIPLY BY	0.75	0.75	0.75	0.8	0.8	1.0	1.17	1.33	1.5	1.67	1.83	2.0

❖ Live read loading: 50%
 ❖ Preferential Time loading: 25%
 ❖ Rate cards are Nett and exclude VAT.
 ❖ Standard terms and conditions apply E&OE

CONTACT

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