



DIS DIE EEN

100-104 FM | Monday to Friday from 6-7pm

RSG Geldsake is South Africa's largest business show, reaching a national audience of over 210 000 people. Presented by Moneyweb's Editor, Ryk van Nieker. The focus is on investment and business news, analysis and commentary from Moneyweb's editor and team of journalists as well as market commentators and guests from the industry ranging from CEO's to analysts, asset managers, industry experts and entrepreneurs

CONTACT:

Tracy Parsons

Email: Tracy@unitedstations.co.za

Tel: 010 590 4554

RSG Persoonlike finansies (Every third and fifth Tuesday)

Time	Feature	Element	Advertising component
11:30	Introduction and welcome	Not sponsorable	
11:35	editorial content and interview	Sponsorable	10 word OBB,CBB, 30" spot pre-recorded advert and guest/listener interaction - in studio guests
11:55	close of programme and wrap up	Not sponsorable	
12:00	News (from station)	Not sponsorable	

This platform allows for client interaction with listeners via a call in or sms, guest to be in studio.

RSG Doen jou eie ding (Every fourth Tuesday)

Time	Feature	Element	Advertising component
11:30	Introduction and welcome	Not sponsorable	
11:35	editorial content and interview	Sponsorable	10 word OBB,CBB, 30" spot pre-recorded advert and 9 to 10 minute interview - in studio guests (Entrepreneur)
11:45	editorial content and interview	Sponsorable	10 word OBB,CBB, 30" spot pre-recorded advert and 9 to 10 minute interview - in studio guests (industry expert)
11:55	close of programme and wrap up	Not sponsorable	
12:00	News (from station)	Not sponsorable	

This platform allows for a 9 to 10 minute profile interview with an entrepreneur or industry expert, guest to be in studio.



104-107 FM | Monday to Thursday from 6-7pm

It's presented by seasoned financial journalist, Nompu Siziba. The show covers local and global capital markets, among various other topics in the financial space. On the show Nompu interviews a wide spectrum of business people, from CEOs to organizational heads to entrepreneurs who are establishing their businesses.

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RSG Geldsake	Description	Monthly
Headline Sponsorship	OBB, CBB 3 x 30" spots, 2 x stings "this show is brought to you by..." Added value 2 x daily show promo ads during breakfast and lunch, client to be mentioned as the sponsor.	R171 454
Market Commentator Sponsorship	OBB, CBB and 1 x 30" spot	R40 872
Top Story Sponsorship	OBB, CBB and 1 x 30" spot	R40 872
Features	A client interview (thought leadership) in the form of a 3-5 minute interview which includes a 10 word OBB, CBB and a 30" pre-recorded spot	R 8 760
30" Spots	30" pre-recorded spot	R 3 450



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RSG Geldsake	Description	Monthly
Headline Sponsorship	OBB, CBB 3 x 30" spots, 2 x stings "this show is brought to you by..." Added value 2 x daily show promo ads during breakfast and lunch, client to be mentioned as the headline sponsor.	R797 160
Market Commentator Sponsorship	OBB, CBB and 1 x 30" spot	R198 120
Top Story Sponsorship	OBB, CBB and 1 x 30" spot	R198 120
Crossings : 16:05 & 17:05	5 minute crossing at 16:05 and 17:05 each week day - 15"OBB, CBB and 30" spot per crossing	R150 000
Features	A client interview (thought leadership) in the form of a 3-5 minute interview which includes a 10 word OBB, CBB and a 30" pre-recorded spot	R17 400
30" Spots	30" pre-recorded spot	R5 910
Personal Finance Show Tues, 11:30	Third and fifth Tuesday Personal Finance (Show participation plus OBB, CBB and 30"spot) Sponsor in studio for discussion with Ryk and one other guest	R35 000
Entrepreneurship show Tues 11:30	Fourth Tuesday of the month Entrepreneur/Small Biz focus, (Interview plus OBB, CBB and 30"spot) THIS IS BOOKED UNTIL NOVEMBER	R29 220



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Time	Feature	Element	Advertising component
18:00	News (from station)	Not sponsorable	
18:05	Introduction and welcome	Not sponsorable	
18:07	Market commentary	Sponsorable	10 word OBB CBB and 30" spot pre-recorded advert
18:17	Top story	Sponsorable	10 word OBB CBB and 30" spot pre-recorded advert
18:25	editorial content 2	Not sponsorable	
18:33	editorial content 3	Not sponsorable	
18:40	editorial content 4	Sponsorable	10 word OBB CBB and 30" spot pre-recorded advert and 3 to 5 minute client interview
18:47	sponsored content (longer form interviews - themed topics)	Sponsorable	10 word OBB CBB and 30" spot pre-recorded advert and 3 to 5 minute client interview
18:57	close of programme and wrap up	Not sponsorable	
19:00	News (from station)	Not sponsorable	

Each editorial content is between 5 and 7 minutes in duration. Depending on the topic covered it may extend to 9 to 10 minutes to give the adequate editorial coverage.

SAfm Market Update features:

Monday: Personal Finance

Tuesday: Property

Wednesday: Executive profile

Thursday: SME of the week

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Time	Feature	Element	Advertising component
18:00	News (from station)	Not sponsorable	
18:06	Weather (from station)	Not sponsorable	
18:12	Introduction and welcome	Not sponsorable	
18:16	Market commentary	Sponsorable	10 word OBB CBB and 30" spot pre-recorded advert
18:25	Top story	Sponsorable	10 word OBB CBB and 30" spot pre-recorded advert
18:30	editorial content 2	Not sponsorable	
18:35	editorial content 3	Not sponsorable	
18:40	editorial content 4	Sponsorable	10 word OBB CBB and 30" spot pre-recorded advert and 3 to 5 minute client interview
18:45	sponsored content (longer form	Sponsorable	10 word OBB CBB and 30" spot pre-recorded advert
18:55	interviews - themed topics)		
19:00	close of programme and wrap up	Not sponsorable	
	News (from station)		

Each editorial content is between 3 and 5 minutes in duration. Depending on the topic covered it may extend to 7 to 8 minutes to give adequate editorial coverage.

RSG Geldsake features:

Monday: Technology

Tuesday: Agri

Wednesday: Money matters (focus on how influential people - celebrities deal with their money.

Thursday: CEO interview

Friday: Personal finance call in