



Mthokwane Loc, Nqabarha Willowvale | [mbhashefm@gmail.com](mailto:mbhashefm@gmail.com) | 081 335 3343  
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## Station Profile & General Info

- Name : Mbhashe FM
- Frequency : Online
- Language Medium : Xhosa and English
- Times : 24 hours
- Target audience : Between the ages of 16 – 35 primary market,  
36 - 55+ secondary market depending on the specific programme
- Format : 60% Talk, 40% Music,
- Basic rates : Are quoted for 30 or 60-second advertisements
- Listenership : 85000+
- Coverage : Mbhashe Municipality and worldwide

## Advertising Rates 2021/2022

### 1. 30 Seconds Commercial

#### Government and Franchise Entities

Time	Mon - Friday	Saturday	Sunday
06:00 – 09:00	R700	R500	R350
09:00 – 12:00	R450	R300	R350
12:00 – 15:00	R550	R400	R350
15:00 – 18:00	R600	R300	R400
18:00 – 21:00	R450	R200	R200
21:00 - 06:00	R300	R200	R200

#### Small Business and Independent individuals

Time	Mon - Friday	Saturday	Sunday
06:00 – 09:00	R500	R300	R300
09:00 – 12:00	R350	R150	R150
12:00 – 15:00	R350	R200	R200
15:00 – 18:00	R400	R200	R200
18:00 – 21:00	R450	R150	R20
21:00 - 06:00	R200	R150	R100

## 2. Live Reads

### Government and Franchise Entities

Time	Mon - Friday	Saturday	Sunday
06:00 – 09:00	R700	R500	R350
09:00 – 12:00	R450	R300	R350
12:00 – 15:00	R550	R400	R350
15:00 – 18:00	R600	R300	R400
18:00 – 21:00	R450	R200	R200
21:00 - 06:00	R300	R200	R200

### Small Business and Independent individuals

Time	Mon-Friday	Saturday	Sunday
06:00 – 09:00	R500	R300	R300
09:00 – 12:00	R350	R150	R150
12:00 – 15:00	R350	R200	R200
15:00 – 18:00	R400	R200	R200
18:00 – 21:00	R450	R150	R20
21:00 - 06:00	R200	R150	R100

## 3. Live and Recorded interviews

### Government and Franchise Entities

Duration	Amount
5 Minutes	R 1000.00
15 Minutes	R2500.00
30 Minutes	R4500.00
60 Minutes	R7 000.00

### Small Business and Independent Individual

Duration	Amount
5 Minutes	R 750.00
15 Minutes	R1 500.00
30 Minutes	R3 000.00
60 Minutes	R4 000.00

#### 4. Sponsored Features

Sponsorships	Time Slot (Mon – Frid)	Billboard Duration	Value Per Month
News, Sport, Weather & Traffic	Breakfast and Afternoon Drive	10-15 Seconds	R3 000.00
News, Sport, Weather & Traffic	Other Slots Between 09:00 & 21:00	10-15 Seconds	R2 500.00

#### 5. Broadcasting Services/Recorded Feeds or links

Description	Duration	Value
Satellite Feed	30 Minutes	R6 500.00
Satellite Feed	1 Hour	R7 000.00
Outside Broadcast (OB)	3 Hours	R25 500.00
Outside Broadcast (OB)	5 Hours	R40 000.00
Outside Broadcast (OB)	8 Hours	R60 000.00

Please note that the rate card is a guide, we will work out a package that suites you and your business. Campaigns under R 10 000 are payable upfront. Campaigns over R 10 000 require a 50% deposit and balance at 30 days. For more information please don't hesitate to contact us on email: [mbhashefm@gmail.com](mailto:mbhashefm@gmail.com) or 081 335 3343