SABC JULY/AUGUST 2021 PACKAGES

In Celebration of Mandela Month

SABC

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INTRO

The month of July is celebrated worldwide and in South Africa as Nelson Mandela Month. South Africans go all out to celebrate and contribute positively to communities around them.

It is believed that CSI initiatives play a crucial role in society and have many advantages that can apply to any business e.g. better brand recognition, positive reputation, and promotional strategy that links a brand's sales campaign directly to a cause, customer loyalty to name a few. Contact your Account Executive to find out about opportunities linked to CSI initiatives that'll assist propel your business or brand to greater heights. Take advantage of the SABC 100% incentive on all CSI bookings – terms and conditions apply.

"A fundamental concern for others in our individual and community lives would go a long way in making the world the better place we so passionately dreamt of." – Address at Kliptown, Soweto, South Africa, July 12, 2008. Nelson Mandela.

Happy Mandela Month!

SABC 1

COMING UP FRIDAY MOVIES

36 CHAMBERS OF SHAOLIN
A man studies kung fu at the Shaolin Temple to fight back against the oppressive Manchu government.
Cast: Chia-Hui Liu, Lieh Lo and Yue Wong

ONCE UPON A TIME CHINA AND AMERICA
Following an ambush in his visit to America, Wong Fei-hung becomes separated from his fellow travelers and suffers memory loss.
Cast: Jet Li, Rosamund Kwan and Xin Xin Xiong

ZU: WARRIOR FROM THE MAGIC MOUNTAIN
A Chinese soldier in an ancient civil war flees the battlefield and gets caught up in a fantastical quest to save the world from evil.
Cast: Biao Yuen, Hoi Mang and Adan Cheng

HEROES SHED NO TEARS
The Thai government hires a group of Chinese mercenaries to capture a powerful drug lord from the Golden Triangle. The mercenaries manage to capture the drug lord, but soon find themselves pursued by his forces, and the forces of a bitter Thai officer.
Cast: Eddy Ko, Ching-Ying Lam and Philippe Loffredo

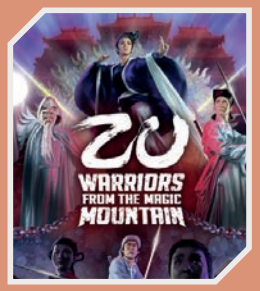
BATTLE CREEK BRAWL
A young Asian-American martial artist is forced to participate in a brutal formal street-fighting competition.
Cast: Jackie Chan, Kristine DeBell and José Ferrer

Sponsorship & Advertising Opportunities

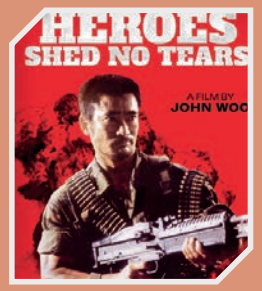
MOVIES SABC 1- FRIDAY JULY @ 21H00

36 CHAMBERS OF SHAOLIN
(FRIDAY 2ND JULY 2021)

ONCE UPON A TIME CHINA AND AMERICA
(FRIDAY 9TH JULY 2021)



ZU: WARRIOR FROM THE MAGIC MOUNTAIN
(FRIDAY 16TH JULY 2021)



HEROES SHED NO TEARS
(FRIDAY 23RD JULY 2021)

BATTLE CREEK BRAWL
(FRIDAY 30TH JULY 2021)

4 WEEKS IN JULY				
1X10" OBB AND 1X 10" CBB	PROGRAM	TRATE	VALUE	INVESTMENT
DATE	MOVIE			
2-Jul-21	36th Chamber of Shaolin	T43	R70,800.00	R60,180.00
9-Jul-21	Once Upon a time and America	T43	R70,800.00	R60,180.00
16-Jul-21	Zu:Warrior from the Magic	T43	R70,800.00	R60,180.00
23-Jul-21	Heros shed no tears	T43	R70,800.00	R60,180.00
30-Jul-21	Battle Creek Brawl	T43	R70,800.00	R60,180.00
	Complete Movie Package for month		**R354,000.00**	**R300,900.00**

SABC 1
Mzansi fo sho

SABC 1

COMING UP SATURDAY MOVIES

THE KARATE KID
Work causes a single mother to move to China with her young son; in his new home, the boy embraces kung fu, taught to him by a master.
Cast: Jackie Chan, Jaden Smith and Taraji P. Henson

TROLLED
A troll named Leaf and his sidekick, Bellyrumble, set out on an epic journey to save the imprisoned King Basil, and gain the love of a lonely princess.
Cast: Kj Schrock, Tina Shuster and Sarah Taylor

SURF'S UP2: WAVEMANIA
An animated comedy that features WWE Superstars, providing their own voices while matching up against talking animals.
Cast: Jeremy Shada, Jon Herder and Melissa Sturm.

OPEN SEASON: SCARED SILLY
Elliot, Boog and all of the beloved woodland creatures are back in a brand-new comedy adventure.
Cast: Will Townsend, Donny Lucas and Mellissa Sturm

RANGO
Rango is an ordinary chameleon who accidentally winds up in the town of Dirt, a lawless outpost in the Wild West in desperate need of a new sheriff.

Sponsorship & Advertising Opportunities

MOVIES SABC 1- SATURDAY JULY @ 20H00

THE KARATE KID
(SATURDAY 3RD JULY 2021)

TROLLED
(SATURDAY 10TH JULY 2021)

SURF'S UP2: WAVEMANIA
(SATURDAY 17TH JULY 2021)

OPEN SEASON: SCARED SILLY
(SATURDAY 24TH JULY 2021)

RANGO
(SATURDAY 31st JULY 2021)

4 WEEKS IN JULY				
1X10" OBB AND 1X 10" CBB	PROGRAM	TRATE	VALUE	INVESTMENT
DATE	MOVIE			
3-Jul-21	Karate Kid	T45	R78,000.00	R66,300.00
10-Jul-21	Trolled	T45	R78,000.00	R66,300.00
17-Jul-21	Surfs Up2: Wave Mania	T45	R78,000.00	R66,300.00
24-Jul-21	Open Season: Scared Silly	T45	R78,000.00	R66,300.00
31-Jul-21	Rango	T45	R78,000.00	R66,300.00
	Complete Movie Package for month		**R390,000.00**	**R331,500.00**

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SABC 1

COMING UP SUNDAY MOVIES

POUND OF FLESH
A man's heroic attempt to help a woman in distress ends up with him waking up the next day without a kidney and plotting his revenge.
Cast: Jean-Claude Van Damme, John Ralston and Aki Aleong

BLACK EAGLE
CIA agent must outrace KGB agent in searching of super weapon lost in Mediterranean.
Cast: Jean-Claude Van Damme, Shô Kosugi and Doran Clark.

WAKE OF DEATH
After his wife is brutally murdered, club enforcer Ben Archer wages war against the Chinese triads.
Cast: Jean-Claude Van Damme, Simon Yan and Phillip Tan

KNOCK OFF
A fashion designer must join forces with a C.I.A. agent to combat terrorism.
Cast: Jean-Claude Van Damme, Rob Schneider and Lela Rochon

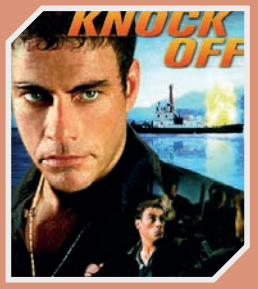
Sponsorship & Advertising Opportunities

MOVIES SABC 1- SUNDAY JULY @ 21H00

POUND OF FLESH
(SUNDAY 4TH JULY 2021)

BLACK EAGLE
(SUNDAY 11TH JULY 2021)

WAKE OF DEATH
(SUNDAY 17TH JULY 2021)



KNOCK OFF
(SUNDAY 25TH JULY 2021)

4 WEEKS IN JULY				
1X10" OBB AND 1X 10" CBB	PROGRAM	TRATE	VALUE	INVESTMENT
DATE	MOVIE			
4-Jul-21	Pound of flesh	T45	R78,000.00	R66,300.00
11-Jul-21	Black Eagle	T45	R78,000.00	R66,300.00
18-Jul-21	Wake of Death	T45	R78,000.00	R66,300.00
25-Jul-21	Knock Off	T45	R78,000.00	R66,300.00
		Complete Movie Package for month	**R312,000.00**	**R265,200.00**

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SABC 1

18H00

Amplify your brand through some of Mzansi's finest local content on the 18h00 Block through Program sponsorship.

Build association with Mzansi's Youthful audience through various tactical brand placement sponsorships to reach millions of viewers in Mzansi.

See your brand alongside programs touching the very heart of Mzansis youth with emo-tainment in Now or Never and Nyan Nyan to sneaking a peak into the very fabulous life of Somizi and taking the road less travelled with Come again , a local travelogue show to piquing interest in our countries entrepreneurially spirited youth during Born Legends and The Next Big thing.

Sponsorship & Advertising Opportunities

SABC 1 SHOWS - 18H00 BLOCK

NOW OR NEVER
Mondays 18h00-18h29
Audience: 2,348,727

NYAN NYAN
Tuesdays 18h00-18h29
Audience: 2,879,038

COME AGAIN
Wednesdays 18h00-18h29
Audience: 2,199,344

BORN LEGENDS
Thursdays 18h00-18h29
Audience: 1,138,108

EVOLUTION OF STREET CULTURE
Fridays 18h00-18h29
Audience: 1,7724.071

LIVING THE DREAM WITH SOMIZI
Sundays 18h00-18h58
Audience: 1,313,379

THE NEXT BIG THING
Sundays 18h00-18h58
Audience: 1,315,770

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SABC 1

19H30

Amplify your brand through some of Mzansi's finest local content on the 19h30 Block through Program sponsorship.

Build association with Mzansi's Youthful audience through various tactical brand placement sponsorships to reach millions of viewers in Mzansi.

See your brand alongside programs in this energetic and fast paced environment by sponsoring Mzanis quirky and favourite assistant in Ubettina Wethu Mondays – Wednesdays , chat to your favourite Celebs and preview some cool hot wheels in Hot Spot Seli on Thursdays , and your favourite live music show Live AMP bringing the hottest tunes to your TV screens every Friday , catch up on Mzansi's hottest gossip with BBG every Saturday and wind down and indulge in some dramedy with Judas Kiss on Sundays .

Sponsorship & Advertising Opportunities

SABC 1 SHOWS - 19H30 BLOCK

UBETTINA WETHU
Mon-Wed 19h30-19h59
Audience: 2,402,067

UBETTINA WETHU
Mon-Wed 19h30-19h59
Audience: 2,402,067

HOTSPOT SELIMATHUNZI
Thursdays 19h30-19h59
Audience: 1,812,688

LIVE AMP
Fridays 19h30-19h59
Audience: 2,204,371

RGB
Saturdays 19h30-19h59
Audience: 1,644,960

JUDAS KISS
Sundays 19h30-19h59
Audience: 1,772,204

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SABC 1

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See your brand alongside programs touching the very heart of Mzansis youth with emo-tainment in Now or Never and Nyan Nyan to sneaking a peak into the very fabulous life of Somizi and taking the road less travelled with Come again , a local travelogue show to piquing interest in our countries entrepreneurially spirited youth during Born Legends and The Next Big thing.

Sponsorship & Advertising Opportunities

MONTHLY PACKAGE 18H00-19H30 SQUEEZE-BACK AND COMMERCIAL

SUMMARY 18H00 SABC 1 REALITY BLOCK				
45% DISCOUNT				
1V30" TVC & 1X10 SQUEEZEBACK	PROGRAM	TRATE	VALUE	INVESTMENT
Monday	Now Or Never	T45	R 447,200	R 245,960
Tuesday	Nyan Nyan	T50	R 550,400	R 302,720
Wednesday	Come Again	T43	R 405,920	R 223,256
Thursday	Born Legends	T41	R 364,640	R 200,552
Friday	Evolution Of Mzansi Street Culture	T44	R 426,560	R 234,608
Saturday	Living The Dream With Somizi	T37	R 302,720	R 166,496
Sunday	The Next Big Thing	T44	R 426,560	R 234,608
		Total	**R 2,194,720**	**R 1,207,096**

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SABC 1

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Sponsorship & Advertising Opportunities

MONTHLY PACKAGE 18H00-19H30 SQUEEZE-BACK AND COMMERCIAL

SUMMARY 19H30 SABC 1 VARIETY BLOCK				
45% DISCOUNT				
1V30" TVC & 1X10 SQUEEZEBACK	PROGRAM	TRATE	VALUE	INVESTMENT
Monday	Ubettina Wethu	T55	R 756,800	R 416,240
Tuesday	Ubettina Wethu	T56	R 825,600	R 454,080
Wednesday	Ubettina Wethu	T54	R 688,000	R 378,400
Thursday	Selimathunzi	T48	R 509,120	R 280,016
Friday	Live Amp	T50	R 550,400	R 302,720
Saturday	The Real Goboza	T47	R 488,480	R 268,664
Sunday	Judass Kiss	T39	R 330,240	R 181,632
		Total	**R 3,329,920**	**R 1,831,456**

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SABC 1

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Sponsorship & Advertising Opportunities

MONTHLY PACKAGE 19H30 TOPS AND TAILS

SUMMARY 18H00 SABC 1 REALITY BLOCK				
45% DISCOUNT				
10" TOP AND TAIL	PROGRAM	TRATE	VALUE	INVESTMENT
Monday	Now Or Never	T45	R 312,000	R 171,600
Tuesday	Nyan Nyan	T50	R 384,000	R 211,200
Wednesday	Come Again	T43	R 283,200	R 155,760
Thursday	Born Legends	T41	R 254,400	R 139,920
Friday	Evolution Of Mzansi Street Culture	T44	R 297,600	R 163,680
Saturday	Living The Dream With Somizi	T37	R 211,200	R 116,160
Sunday	The Next Big Thing	T44	R 297,600	R 163,680
		Total	**R 1,531,200**	**R 842,160**

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SABC 1

Amplify your brand through some of Mzansi's finest local content on the 19h30 Block through Program sponsorship.

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Sponsorship & Advertising Opportunities

MONTHLY PACKAGE 18H00-19H30 TOPS AND TAILS

SUMMARY 19H30 SABC 1 VARIETY BLOCK				
45% DISCOUNT				
10" TOP AND TAIL	PROGRAM	TRATE	VALUE	INVESTMENT
Monday	Ubettina Wethu	T55	R 528,000	R 290,400
Tuesday	Ubettina Wethu	T56	R 576,000	R 316,800
Wednesday	Ubettina Wethu	T54	R 480,000	R 264,000
Thursday	Selimathunzi	T48	R 355,200	R 195,360
Friday	Live Amp	T50	R 384,000	R 211,200
Saturday	The Real Goboza	T47	R 340,800	R 187,440
Sunday	Judass Kiss	T39	R 230,400	R 126,720
		Total	**R 2,323,200**	**R 1,277,760**

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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, 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.

Spend Locally, Spend Globally
Using Your Wema Bank Cards This Season.
$8.1bn repatriation: CBN, MTN settle out of court
Minimum wage: Reduce reckless expenses, pay N30,000, NLC tells govs
Ohanaeze denies endorsing Atiku for president
Vote-buying could mar Nigeria's elections – US
Buhari using govt funds for campaign – Atiku
Victory is mine, President boasts ahead of election
The PUNCH
Strike continues until FG implements offers – ASUU
One passenger dies, dozens injured as train derails in Lagos
INEC blames politicians for inconclusive polls
VOTE ADE VP
EDUCATION

PHALAPHALA FM

Sponsorship & Advertising Opportunities

UPLIFTING VHEMBE VILLAGES/ MIDI NA MIDANANI

The On-Air team chooses a village in the Vhembe District that is least known and talk to the leadership of that village, we profile them so that the village can be well known so as to attract tourism and exert pressure on local Government to extend service delivery in those villages. Ultimately the objective is to create economic activity for the villages.

ELEMENTS:

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

SHOW NAME: Vandilani
PRESENTER: Kgotso Jone Netshipise
SHOW TIME SLOT: 07:00-09:00
BROADCAST TIME: 07:40 Fridays
FEATURE DURATION: 5 minutes

UPLIFTING VHEMBE VILLAGES/MIDI NA MIDANANI - 5 WEEKS

	SPONSORSHIP/TOP & TAIL				CONTENT INTEGRATION		
ELEMENTS	DURATION	CAMPAIGN VALUE	CLIENT COST	SAVINGS	CAMPAIGN VALUE	CLIENT COST	SAVINGS
Feature Rate	1 Insert	R 4 482,00	R 4 482,00	R 0,00	R 24 900,00	R 14 940,00	R 9 960,00
Feature x 5 Weeks	5 Inserts	R 22 410,00	R 22 410,00	R 0,00	R 124 500,00	R 74 700,00	R 49 800,00
Feature Pre-Promos	40 Spots	R 64 500,00	R 32 250,00	R 32 250,00	R 64 500,00	R 32 250,00	R 32 250,00
Total On Air		**R 86 910,00**	**R 54 660,00**	**R 32 250,00**	**R 189 000,00**	**R 106 950,00**	**R 82 050,00**
PLUS SOCIAL MEDIA/DIGITAL							
Twitter x 5 Weeks	5 Posts	R 50 000,00	R 25 000,00	R 25 000,00	R 50 000,00	R 25 000,00	R 25 000,00
Website x 5 Weeks	5 Weeks	R 37 500,00	R 18 750,00	R 18 750,00	R 37 500,00	R 18 750,00	R 18 750,00
Total SM/Digital		**R 87 500,00**	**R 43 750,00**	**R 43 750,00**	**R 87 500,00**	**R 43 750,00**	**R 43 750,00**
GRAND TOTAL		**R 174 410,00**	**R 98 410,00**	**R 76 000,00**	**R 276 500,00**	**R 150 700,00**	**R 125 800,00**

PHALAPHALA
RI NA 'NWI MISI YOTHE 87.9-107.8 FM

PHALAPHALA FM

Sponsorship & Advertising Opportunities

ARIPHALALANE/LET'S RESCUE EACH OTHER

Phalaphala FM is a caring and proud modern-home of Tshivenda nation and during August Women's Month the station will be embarking on a CSI project termed "Ariphalalane" which simply means "Lets rescue each other " as we're battling Covid-19 pandemic that has affected many families. Most families are headed by unemployed mothers or they're child headed.

ELEMENTS:

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

SHOW NAME: Nne Na Vhone
PRESENTER: Rofhiwa Nethengwe
SHOW TIME SLOT: 09:00-12:00
BROADCAST TIME: 09:40 Tuesdays
FEATURE DURATION: 5 minutes

ARIPHALALANE/LET'S RESCUE EACH OTHER - 4 WEEKS

	SPONSORSHIP/TOP & TAIL			CONTENT INTEGRATION		
ELEMENTS	CAMPAIGN VALUE	CLIENT COST	SAVINGS	CAMPAIGN VALUE	CLIENT COST	SAVINGS
Feature Rate	R 2 322,00	R 2 322,00	R 0,00	R 12 960,00	R 10 080,00	R 2 880,00
Feature x 4 Weeks	R 9 288,00	R 9 288,00	R 0,00	R 51 840,00	R 40 320,00	R 11 520,00
Feature Pre-Promos	R 51 600,00	R 25 800,00	R 25 800,00	R 51 600,00	R 25 800,00	R 25 800,00
Total On Air	**R 60 888,00**	**R 35 088,00**	**R 25 800,00**	**R 103 440,00**	**R 66 120,00**	**R 37 320,00**
PLUS SOCIAL MEDIA/DIGITAL						
Twitter x 4 Weeks	R 40 000,00	R 20 000,00	R 20 000,00	R 40 000,00	R 20 000,00	R 20 000,00
Website x 4 Weeks	R 30 000,00	R 15 000,00	R 15 000,00	R 30 000,00	R 15 000,00	R 15 000,00
Total SM/Digital	**R 70 000,00**	**R 35 000,00**	**R 35 000,00**	**R 70 000,00**	**R 35 000,00**	**R 35 000,00**
GRAND TOTAL	**R 130 888,00**	**R 70 088,00**	**R 60 800,00**	**R 173 440,00**	**R 101 120,00**	**R 72 320,00**

PHALAPHALA
RI NA 'NWI MISI YOTHE 87.9-107.8 FM

THOBELA FM

RE GO THUSHA KA ENG" / HOW CAN WE HELP YOU

Millions of South Africans wake up to the reality of unemployment which results in lack of food and money for school fees. The show took an initiative to fix the challenges that citizens come across on daily basis. Listeners from all spheres young and old, working and students, students will call for help with Tuition Fees to be settled in order for them to graduate and we have good Samaritan that raises their hands to be counted and assist in whatever form acceptable.

ELEMENTS:

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

SHOW NAME: Ditla le Meso
PRESENTER: Poelano "Madam Speaker" & LennyT
SHOW TIME SLOT: 07:00-09:00
BROADCAST TIME: 08:15 Fridays
FEATURE DURATION: 10 minutes

Sponsorship & Advertising Opportunities

RE GO THUSHA KA ENG" / HOW CAN WE HELP YOU - 5 WEEKS

	SPONSORSHIP/TOP & TAIL				CONTENT INTEGRATION		
ELEMENTS	DURATION	CAMPAIGN VALUE	CLIENT COST	SAVINGS	CAMPAIGN VALUE	CLIENT COST	SAVINGS
Feature Rate	1 Insert	R 16 578,00	R 12 894,00	R 3 684,00	R 92 100,00	R 55 250,00	R 36 850,00
Feature x 5 Weeks	5 Inserts	R 82 890,00	R 64 470,00	R 0,00	R 460 500,00	R 276 250,00	R 184 250,00
Feature Pre-Promos	12 Spots	R 61 200,00	R 0,00	R 61 200,00	R 61 200,00	R 0,00	R 61 200,00
Total On Air		**R 144 090,00**	**R 64 470,00**	**R 61 200,00**	**R 521 700,00**	**R 276 250,00**	**R 245 450,00**
PLUS SOCIAL MEDIA/DIGITAL							
Twitter x 5 Weeks	5 Posts	R 50 000,00	R 25 000,00	R 25 000,00	R 50 000,00	R 25 000,00	R 25 000,00
Website x 5 Weeks	5 Weeks	R 37 500,00	R 18 750,00	R 18 750,00	R 37 500,00	R 18 750,00	R 18 750,00
Total SM/Digital		**R 87 500,00**	**R 43 750,00**	**R 43 750,00**	**R 87 500,00**	**R 43 750,00**	**R 43 750,00**
GRAND TOTAL		**R 231 590,00**	**R 108 220,00**	**R 104 950,00**	**R 609 200,00**	**R 320 000,00**	**R 289 200,00**

THOBELAFM
MOSATE WA TSEBO LE BOITHABISO

THOBELA FM

I AM LEADER (KE MOETAPELE)

Moswa le Bokamoso - This is a Youth Show the seeks to empower young people. “I am a leader” feature for Mandela Month will be used to drive young people to be pioneers in ploughing back to their communities. Every week listeners will nominate youth who are making a positive input in their respective communities i.e. small business (car wash), tutoring, IT, sports/gym, youth clubs.

ELEMENTS:

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

SHOW NAME: Moswa le Bokamoso
PRESENTER: Hunadi the Host
SHOW TIME SLOT: 21:00-22:00
BROADCAST TIME: Thursdays
FEATURE DURATION: 5 minutes

Sponsorship & Advertising Opportunities

I AM LEADER (KE MOETAPELE) - 5 WEEKS

	SPONSORSHIP/TOP & TAIL				CONTENT INTEGRATION		
ELEMENTS	DURATION	CAMPAIGN VALUE	CLIENT COST	SAVINGS	CAMPAIGN VALUE	CLIENT COST	SAVINGS
Feature Rate	1 Insert	R 12 900,00	R 10 836,00	R 2 064,00	R 92 100,00	R 55 250,00	R 36 850,00
Feature x 5 Weeks	5 Inserts	R 82 890,00	R 54 180,00	R 0,00	R 460 500,00	R 276 250,00	R 184 250,00
Feature Pre-Promos	12 Spots	R 61 200,00	R 73 950,00	R 73 950,00	R 147 900,00	R 73 950,00	R 73 950,00
Total On Air		**R 212 400,00**	**R 128 130,00**	**R 73 950,00**	**R 608 400,00**	**R 350 200,00**	**R 258 200,00**
PLUS SOCIAL MEDIA/DIGITAL							
Twitter x 5 Weeks	5 Posts	R 50 000,00	R 25 000,00	R 25 000,00	R 50 000,00	R 25 000,00	R 25 000,00
Website x 5 Weeks	5 Weeks	R 37 500,00	R 18 750,00	R 18 750,00	R 37 500,00	R 18 750,00	R 18 750,00
Total SM/Digital		**R 87 500,00**	**R 43 750,00**	**R 43 750,00**	**R 87 500,00**	**R 43 750,00**	**R 43 750,00**
GRAND TOTAL		**R 299 900,00**	**R 171 880,00**	**R 117 700,00**	**R 695 900,00**	**R 393 950,00**	**R 301 950,00**

THOBELAFM
MOSATE WA TSEBO LE BOITHABISO

THOBELA FM

FIGHTING COVID WITH PRAYER (RE LWANTŠHA COVID KA THAPELO)

Sedibeng is a woman magazine show that covers issues of health, crime prevention awareness, women empowerment /women in business, motivational talk at the forefront. During the month of August the theme is around “A Woman is Warrior Prayer” givien the ever increasing number of Covid-19 cases. Every week will feature women pastors to pray for the vulnerable communities (the elderly/youth).

ELEMENTS:

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

SHOW NAME: Sedibeng Mid-Morning Show
PRESENTER: Timmy Thomas & Brad
SHOW TIME SLOT: 09:00-12:00
BROADCAST TIME: 09:40 Tuesdays
FEATURE DURATION: 5 minutes

Sponsorship & Advertising Opportunities

FIGHTING COVID WITH PRAYER (RE LWANTŠHA COVID KA THAPELO) - 4 WEEKS

	SPONSORSHIP/TOP & TAIL			CONTENT INTEGRATION		
ELEMENTS	CAMPAIGN VALUE	CLIENT COST	SAVINGS	CAMPAIGN VALUE	CLIENT COST	SAVINGS
Feature Rate	R 7 938,00	R 7 938,00	R 0,00	R 44 100,00	R 37 044,00	R 7 056,00
Feature x 4 Weeks	R 31 752,00	R 31 752,00	R 0,00	R 176 400,00	R 148 176,00	R 28 224,00
Feature Pre-Promos	R 48 060,00	R 24 030,00	R 24 030,00	R 48 060,00	R 24 030,00	R 24 030,00
Total On Air	**R 79 812,00**	**R 55 782,00**	**R 24 030,00**	**R 224 460,00**	**R 172 206,00**	**R 52 254,00**
PLUS SOCIAL MEDIA/DIGITAL						
Twitter x 4 Weeks	R 40 000,00	R 20 000,00	R 20 000,00	R 40 000,00	R 20 000,00	R 20 000,00
Website x 4 Weeks	R 30 000,00	R 15 000,00	R 15 000,00	R 30 000,00	R 15 000,00	R 15 000,00
Total SM/Digital	**R 70 000,00**	**R 35 000,00**	**R 35 000,00**	**R 70 000,00**	**R 35 000,00**	**R 35 000,00**
GRAND TOTAL	**R 149 812,00**	**R 90 782,00**	**R 59 030,00**	**R 294 460,00**	**R 207 206,00**	**R 87 254,00**

THOBELAFM
MOSATE WA TSEBO LE BOITHABISO

MUNGHANA LONENE FM

Sponsorship & Advertising Opportunities

UPLIFTING SMALL LOCAL BUSINESSES / PFUKA UTI ENDLELA

The feature invites mostly skill-based small business owners with no formal training. We have in the past showcased variety of businesses that range from upholstery, detergent manufacturers, shoe brands and swimming pool construction. During Mandela month every week the focus will be on established businesses imparting their wisdom and/or financial support with up & coming businesses less than 24 months of operation.

ELEMENTS:

- 10's Opening billboard
- 10's Closing billboard
- 5 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

UPLIFTING SMALL LOCAL BUSINESSES / PFUKA UTI ENDLELA - 5 WEEKS

	SPONSORSHIP/TOP & TAIL			CONTENT INTEGRATION		
ELEMENTS	CAMPAIGN VALUE	CLIENT COST	SAVINGS	CAMPAIGN VALUE	CLIENT COST	SAVINGS
Feature Rate	R 4 914,00	R 4 914,00	R 0,00	R 27 300,00	R 22 932,00	R 4 368,00
Feature x 5 Weeks	R 19 656,00	R 19 656,00	R 0,00	R 136 500,00	R 114 660,00	R 21 840,00
Feature Pre-Promos	R 75 000,00	R 30 150,00	R 44 850,00	R 75 000,00	R 30 150,00	R 44 850,00
Total On Air	**R 94 656,00**	**R 49 806,00**	**R 44 850,00**	**R 211 500,00**	**R 144 810,00**	**R 66 690,00**
PLUS SOCIAL MEDIA/DIGITAL						
Twitter x 5 Weeks	R 50 000,00	R 25 000,00	R 25 000,00	R 50 000,00	R 20 000,00	R 20 000,00
Website x 5 Weeks	R 37 500,00	R 18 750,00	R 18 750,00	R 37 500,00	R 18 750,00	R 18 750,00
Total SM/Digital	**R 87 500,00**	**R 43 750,00**	**R 43 750,00**	**R 87 500,00**	**R 43 750,00**	**R 43 750,00**
GRAND TOTAL	**R 182 156,00**	**R 93 556,00**	**R 88 600,00**	**R 299 000,00**	**R 188 560,00**	**R 110 440,00**

MUNGHANA LONENE FM
MAKOMBA NDLELA

MUNGHANA LONENE FM

Sponsorship & Advertising Opportunities

WOMEN IN BUSINESS/A HI TSHAMI HI MAVOKO

Profile women-owned business in the station broadcast area and offer the opportunity to sell/market their products live on air, share their social media pages and website. The show will encourage entrepreneurs to adopt one up and coming business in the spirit of women emancipation.

ELEMENTS:

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

SHOW NAME: Swa Risima
PRESENTER: Khensani Nyango
SHOW TIME SLOT: 09:00-12:00
BROADCAST TIME: 10:10 Fridays
FEATURE DURATION: 10 minutes

WOMEN IN BUSINESS / A HI TSHAMI HI MAVOKO - 4 WEEKS

	SPONSORSHIP/TOP & TAIL			CONTENT INTEGRATION		
ELEMENTS	CAMPAIGN VALUE	CLIENT COST	SAVINGS	CAMPAIGN VALUE	CLIENT COST	SAVINGS
Feature Rate	R 3 186,00	R 3 186,00	R 0,00	R 17 700,00	R 14 868,00	R 2 832,00
Feature x 4 Weeks	R 12 744,00	R 12 744,00	R 0,00	R 70 800,00	R 59 472,00	R 11 328,00
Feature Pre-Promos	R 60 000,00	R 24 120,00	R 35 880,00	R 60 000,00	R 24 120,00	R 35 880,00
Total On Air	**R 72 744,00**	**R 36 864,00**	**R 35 880,00**	**R 130 800,00**	**R 83 592,00**	**R 47 208,00**
PLUS SOCIAL MEDIA/DIGITAL						
Twitter x 4 Weeks	R 40 000,00	R 20 000,00	R 20 000,00	R 40 000,00	R 20 000,00	R 20 000,00
Website x 4 Weeks	R 30 000,00	R 15 000,00	R 15 000,00	R 30 000,00	R 15 000,00	R 15 000,00
Total SM/Digital	**R 70 000,00**	**R 35 000,00**	**R 35 000,00**	**R 70 000,00**	**R 35 000,00**	**R 35 000,00**
GRAND TOTAL	**R 142 744,00**	**R 71 864,00**	**R 70 880,00**	**R 200 800,00**	**R 118 592,00**	**R 82 208,00**

MUNGHANA LONENE FM
MAKOMBA NDLELA

MUNGHANA LONENE FM

Sponsorship & Advertising Opportunities

ROUND TABLE DISCUSSION ON GBV WITH STAKEHOLDERS/SURVIVORS

Gender-based violence (GBV) is a profound and widespread problem in South Africa impacting on almost every aspect of citizens' lives either directly or indirectly. The station believes that educating ourselves and others about GBV is the key to dealing with this scourge. In light of the alarming numbers around GBV in Limpopo Province, the station invites & NGO's to facilitate an awareness session in a form of a round table engagement live on air.

ELEMENTS:

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

SHOW NAME: Swa Risima
PRESENTER: Khensani Nyango
SHOW TIME SLOT: 09:00-12:00
BROADCAST TIME: 10:10 Fridays
FEATURE DURATION: 10 minutes

ROUND TABLE DISCUSSION ON GBV WITH STAKEHOLDERS/SURVIVORS

CONTENT INTEGRATION				
ELEMENTS	DURATION	CAMPAIGN VALUE	CLIENT COST	SAVINGS
Feature Rate	1 Insert	R 95 580,00	R 53 100,00	R 42 480,00
Feature Pre-Promos	15 Spots	R 20 220,00	R 0,00	R 20 220,00
Twitter	2 Posts	R 20 000,00	R 10 000,00	R 10 000,00
Website	7 Days	R 7 500,00	R 4 500,00	R 3 000,00
Total		**R 143 300,00**	**R 67 600,00**	**R 75 700,00**

MUNGHANA LONENE FM
MAKOMBA NDLELA

MUNGHANA LONENE FM

Sponsorship & Advertising Opportunities

ROUND TABLE DISCUSSION ON GBV WITH STAKEHOLDERS/SURVIVORS

Gender-based violence (GBV) is a profound and widespread problem in South Africa impacting on almost every aspect of citizens' lives either directly or indirectly. The station believes that educating ourselves and others about GBV is the key to dealing with this scourge. In light of the alarming numbers around GBV in Limpopo Province, the station in partnership with Mopani District and Greater Giyani Municipalities will facilitate an awareness session in a form of a round table engagement.

ELEMENTS:

- 10's Opening billboard
- 10's Closing billboard
- 1 Hour Live Content Integration
- Social Media posting/Website (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

ROUND TABLE DISCUSSION ON GBV WITH STAKEHOLDERS/SURVIVORS

CONTENT INTEGRATION				
ELEMENTS	DURATION	CAMPAIGN VALUE	CLIENT COST	SAVINGS
Feature Rate	1 Insert	R 95 580,00	R 53 100,00	R 42 480,00
Feature Pre-Promos	15 Spots	R 20 220,00	R 0,00	R 20 220,00
Twitter	2 Posts	R 20 000,00	R 10 000,00	R 10 000,00
Website	7 Days	R 7 500,00	R 4 500,00	R 3 000,00
Total		**R 143 300,00**	**R 67 600,00**	**R 75 700,00**

MUNGHANA LONENE FM
MAKOMBA NDLELA

MUNGHANA LONENE FM

Sponsorship & Advertising Opportunities

MANDELA'S MEMORABLE MOMENTS

This is an afternoon drive show that brings together elements of news and entertainment and has a huge degree of audience involvement making it an essential daily listening experience. It's listener driven and is centred around listener participation. During Mandela Month, the station will create "Celebrating Madiba" where listeners will share their favourite Madiba moments or Madiba quotes so as to keep inspiring others listeners.

ELEMENTS:

- 10's Opening billboard
- 10's Closing billboard
- 1 Hour Live Content Integration
- Social Media posting/Website (Optional)

SHOW NAME: Khoma Ndlela
PRESENTER: Lindiwe "LinDiva" & Ike "G-Funk" Ngobeni
SHOW TIME SLOT: 15:00-18:00

MANDELA'S MEMORABLE MOMENTS

CONTENT INTEGRATION				
ELEMENTS	DURATION	CAMPAIGN VALUE	CLIENT COST	SAVINGS
Feature Rate (PM Drive)	1 Insert	R 17 700,00	R 14 868,00	R 2 832,00
Feature Pre-Promos	7 Spots	R 12 630,00	R 6 315,00	R 6 315,00
Twitter	1 Post	R 10 000,00	R 7 000,00	R 3 000,00
Website	7 Days	R 7 500,00	R 4 500,00	R 3 000,00
Total		**R 47 830,00**	**R 32 683,00**	**R 15 147,00**

MUNGHANA LONENE FM
MAKOMBA NDLELA

RSG

PRAATSAAM

Topical matters of concern and interest to the audience are unpacked with expert guests and interaction opportunities for listeners.

ELEMENTS:

- 10's Opening billboard
- 4 x 30" Generic Commercial
- 1 x Twitter Post / PODCAST
- Website Exposure
- *1 x 5 Minute Interview

This is a one week sponsorship of the show. Sponsorship will include *1 x 5 minute interview at the start of the week or the end of the week.

SHOW NAME: Praatsaam
PRESENTER: Lynette Francis
SHOW TIME SLOT: 08:00-09:00 Monday-Friday

PRAATSAAM - 1 WEEK

ELEMENTS	TIMING	SPOTS	CLIENT COST	CLIENT SAVINGS	CLIENT INVESTMENT
5 Day Praatsaam Sponsorship	1 Week	20	R 496,800.00	R 0,00	R 496,800.00
5 Minute Interview	1 Week	1	R 138,000.00	R 55,200.00	R 82,800.00
Social Media posting	1 Day	1x PODCAST or 1x Tweet	R 7,000.00	R 2,000.00	R 5,000.00
Website	1 Week	4 000 Impressions	R 1,400.00	R 400.00	R 1,000.00
	TOTALS EXCLUDING VAT		**R 643,200.00**	**R 57,600.00**	**R 585,600.00**

RSG 100-104 fm
DIS DIE EEN

XK FM

BREAKFAST SPORTS SHOW

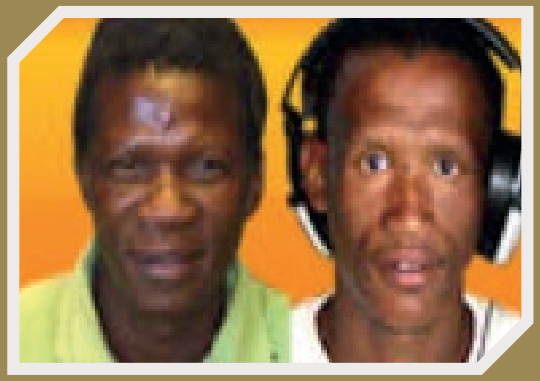
Topical matters concerning sports and interest to the audience are unpacked. Scoreboards across different sporting codes are updated.

ELEMENTS:

- 10's Opening billboard
- 10's Closing billboard
- 4 x 30" Generic Commercial
- 1 x Twitter Post / PODCAST
- Website Exposure
- *1 x 5 Minute Interview

This is a four week sponsorship of the Breakfast Sports Show. Sponsorship will include *1 x 5 minute interview each of the weeks.

SHOW NAME: Breakfast Sports show
PRESENTER: Joe Mpungo & Riano Nduve
SHOW TIME SLOT: 08:00-09:00
Monday-Friday



BREAKFAST SPORTS SHOW - 4 WEEKS

ELEMENTS	TIMING	SPOTS	CLIENT INVESTMENT
Breakfast Sports Sponsorship	4 Weeks	60	R 53 460.00
5 Minute Interview	4 Weeks	4	R 7920.00
TOTALS EXCLUDING VAT			**R 61 380.00**

!Xunkhwesa Dom Kxui

MOTSWEDING FM

Sponsorship & Advertising Opportunities

COVID-19 UPDATE

The segments zooms at an array of current issues pertaining this plight and the adverse impact it's had on the communities.

ELEMENTS:

- 10's Opening billboard
- 10's Closing billboard
- 3-5 Minute Content Integration (Optional)
- 30 Second Generic Advert
- Social Media posting Facebook or Twitter (Optional)

SHOW NAME: Di Rage
PRESENTER: Amon Mokoena & Tumi Morake
SHOW TIME SLOT: 07:00-10:00
BROADCAST TIME: 08:22 Daily Client to select
FEATURE DURATION: 8 minutes

COVID-19 UPDATE

ELEMENTS	TIMING	PER EXECUTION	COST	SAVING	INVESTMENT
Standard Sponsorship Option - 10" Opening Billboard - 10" Closing Billboard - 30" Generic Advert	4 Weeks	R 15 768,00	R 70 080,00	R 7 008,00	**R 63 072,00**
	13 Weeks	R 14 016,00	R 204 984,00	R 22 776,00	**R 182 208,00**
Social Media Posting Option Facebook or Twitter Posting	4 Weeks	R 7 000	R 40 000,00	R 12 000,00	**R 28 000,00**
	13 Weeks	R 7 000	R 130 000,00	R 39 000,00	**R 91 000,00**
Content Integration Option (Interview) - 10" Opening Billboard - 10" Closing Billboard - 3-5 Minute Content Integration - 30" Generic Advert	4 Weeks	R 94 608,00	R 420 480,00	R 42 048,00	**R 378 432,00**
	13 Weeks	R 84 096,00	R 1 229 904,00	R 136 656,00	**R 1 093 248,00**

Motsweding
87.9 - 107.9

MOTSWEDING FM

Sponsorship & Advertising Opportunities

FAMILY HEALTH

The environment addresses health issues faced by families. They invite weekly guests who are expects in the Health fraternity to inform and educate listeners on better health.

ELEMENTS:

- 10's Opening billboard
- 10's Closing billboard
- 3-5 Minute Content Integration (Optional)
- 30 Second Generic Advert
- Social Media posting Facebook or Twitter (Optional)

SHOW NAME: Resemeletse
PRESENTER: Molebogeng Mokgatlha
SHOW TIME SLOT: 10:00-13:00
BROADCAST TIME: 11:22 Wednesday
FEATURE DURATION: 8 minutes

FAMILY HEALTH

ELEMENTS	TIMING	PER EXECUTION	COST	SAVING	INVESTMENT
Standard Sponsorship Option - 10" Opening Billboard - 10" Closing Billboard - 30" Generic Advert	4 Weeks	R 11 718,00	R 52 080,00	R 5 208,00	**R 46 872,00**
	13 Weeks	R 10 416,00	R 145 314,00	R 9 906,00	**R 135 408,00**
Social Media Posting Option Facebook or Twitter Posting	4 Weeks	R 7 000	R 40 000,00	R 12 000,00	**R 28 000,00**
	13 Weeks	R 7 000	R 130 000,00	R 39 000,00	**R 91 000,00**
Content Integration Option (Interview) - 10" Opening Billboard - 10" Closing Billboard - 3-5 Minute Content Integration - 30" Generic Advert	4 Weeks	R 70 308,00	R 312 480,00	R 31 248,00	**R 281 232,00**
	13 Weeks	R 62 496,00	R 871 884,00	R 59 436,00	**R 812 448,00**

Motsweding
87.9 - 107.9

MOTSWEDING FM

Sponsorship & Advertising Opportunities

AUTO FEATURE

The segment looks at trends in the motoring industry, review cars and assist consumers by answering their car related questions and queries.

ELEMENTS:

- 10's Opening billboard
- 10's Closing billboard
- 3-5 Minute Content Integration (Optional)
- 30 Second Generic Advert
- Social Media posting Facebook or Twitter (Optional)

SHOW NAME: Oketsa
PRESENTER: Felix Nhlapho
SHOW TIME SLOT: 13:00-15:00
BROADCAST TIME: 14:22 Tuesday
FEATURE DURATION: 8 minutes

AUTO FEATURE

ELEMENTS	TIMING	PER EXECUTION	COST	SAVING	INVESTMENT
Standard Sponsorship Option - 10" Opening Billboard - 10" Closing Billboard - 30" Generic Advert	4 Weeks	R 7 938,00	R 35 280,00	R 3 528,00	**R 31 752,00**
	13 Weeks	R 7 056,00	R 103 194,00	R 11 466,00	**R 91 728,00**
Social Media Posting Option Facebook or Twitter Posting	4 Weeks	R 7 000	R 40 000,00	R 12 000,00	**R 28 000,00**
	13 Weeks	R 7 000	R 130 000,00	R 39 000,00	**R 91 000,00**
Content Integration Option (Interview) - 10" Opening Billboard - 10" Closing Billboard - 3-5 Minute Content Integration - 30" Generic Advert	4 Weeks	R 47 628,00	R 211 680,00	R 21 168,00	**R 190 512,00**
	13 Weeks	R 42 336,00	R 619 164,00	R 68 796,00	**R 550 368,00**

Motsweding
87.9 - 107.9

MOTSWEDING FM

LEGAL, FINANCE & CONSUMER

A platform offering legal, financial and consumer advice with different expects in the different field.

ELEMENTS:

- 10's Opening billboard
- 10's Closing billboard
- 3-5 Minute Content Integration (Optional)
- 30 Second Generic Advert
- Social Media posting Facebook or Twitter (Optional)

SHOW NAME: Oketsa
PRESENTER: Felix Nhlapho
SHOW TIME SLOT: 13:00-15:00
BROADCAST TIME: 13:42 Monday
FEATURE DURATION: 8 minutes

LEGAL, FINANCE & CONSUMER

ELEMENTS	TIMING	PER EXECUTION	COST	SAVING	INVESTMENT
Standard Sponsorship Option - 10" Opening Billboard - 10" Closing Billboard - 30" Generic Advert	4 Weeks	R 7 938,00	R 35 280,00	R 3 528,00	**R 31 752,00**
	13 Weeks	R 7 056,00	R 103 194,00	R 11 466,00	**R 91 728,00**
Social Media Posting Option Facebook or Twitter Posting	4 Weeks	R 7 000	R 40 000,00	R 12 000,00	**R 28 000,00**
	13 Weeks	R 7 000	R 130 000,00	R 39 000,00	**R 91 000,00**
Content Integration Option (Interview) - 10" Opening Billboard - 10" Closing Billboard - 3-5 Minute Content Integration - 30" Generic Advert	4 Weeks	R 47 628,00	R 211 680,00	R 21 168,00	**R 190 512,00**
	13 Weeks	R 42 336,00	R 619 164,00	R 68 796,00	**R 550 368,00**

Motsweding
87.9 - 107.9

LESEDI FM

BUSINESS TUESDAYS

This business segment brings forth insightful, in depth and current business news. Business leaders in different sectors are invited to share their business nuggets to the listeners.

ELEMENTS:

- 10's Opening billboard
- 10's Closing billboard
- 3-5 Minute Content Integration (Optional)
- 30 Second Generic Advert
- Social Media posting Facebook or Twitter (Optional)

SHOW NAME: Monate Breakfast Show
PRESENTER: Twasa & B2CADA
SHOW TIME SLOT: 06:30-09:00
BROADCAST TIME: 08:15 Tuesday
FEATURE DURATION: 10 minutes

Sponsorship & Advertising Opportunities

BUSINESS TUESDAYS

ELEMENTS	TIMING	PER EXECUTION	COST	SAVING	INVESTMENT
Standard Sponsorship Option - 10" Opening Billboard - 10" Closing Billboard - 30" Generic Advert	4 Weeks	R 20 628,00	R 91 680,00	R 9 168,00	**R 82 512,00**
	13 Weeks	R 18 336,00	R 268 164,00	R 29 796,00	**R 238 368,00**
Social Media Posting Option Facebook or Twitter Posting	4 Weeks	R 7 000	R 40 000,00	R 12 000,00	**R 28 000,00**
	13 Weeks	R 7 000	R 130 000,00	R 39 000,00	**R 91 000,00**
Content Integration Option (Interview) - 10" Opening Billboard - 10" Closing Billboard - 3-5 Minute Content Integration - 30" Generic Advert	4 Weeks	R 123 768,00	R 550 080,00	R 55 008,00	**R 495 072,00**
	13 Weeks	R 110 016,00	R 1 608 984,00	R 178 776,00	**R 1 430 208,00**

LESEDI FM

HEALTHY LIFESTYLE

This segment focuses on encouraging listeners in perusing and maintaining a good healthy lifestyle choices such as physical fitness, diet/nutrition and mental well being. A guest of the day with interact with listeners offering tips and tools for a successful healthy lifestyle.

ELEMENTS:

- 10's Opening billboard
- 10's Closing billboard
- 3-5 Minute Content Integration (Optional)
- 30 Second Generic Advert
- Social Media posting Facebook or Twitter (Optional)

SHOW NAME: Mathemalodi
PRESENTER: Tholoane Moletsane
SHOW TIME SLOT: 09:00-12:00
BROADCAST TIME: 10:35 Wednesday
FEATURE DURATION: 20 minutes

Sponsorship & Advertising Opportunities

HEALTHY LIFESTYLE

ELEMENTS	TIMING	PER EXECUTION	COST	SAVING	INVESTMENT
Standard Sponsorship Option - 10" Opening Billboard - 10" Closing Billboard - 30" Generic Advert	4 Weeks	R 15 768,00	R 70 080,00	R 7 008,00	**R 63 072,00**
	13 Weeks	R 14 016,00	R 204 984,00	R 22 776,00	**R 182 208,00**
Social Media Posting Option Facebook or Twitter Posting	4 Weeks	R 7 000	R 40 000,00	R 12 000,00	**R 28 000,00**
	13 Weeks	R 7 000	R 130 000,00	R 39 000,00	**R 91 000,00**
Content Integration Option (Interview) - 10" Opening Billboard - 10" Closing Billboard - 3-5 Minute Content Integration - 30" Generic Advert	4 Weeks	R 94 608,00	R 420 480,00	R 42 048,00	**R 378 432,00**
	13 Weeks	R 84 096,00	R 1229 904,00	R 136 656,00	**R 1 093 248,00**

LESEDI FM

DIY

This exciting segment focuses on educating listeners on how to apply DIY - methods such as building, modifying, and repairing things for themselves at home. This is a highly interactive session where listeners call in and participate in the conversation with the guest and the OAP.

ELEMENTS:

- 10's Opening billboard
- 10's Closing billboard
- 3-5 Minute Content Integration (Optional)
- 30 Second Generic Advert
- Social Media posting Facebook or Twitter (Optional)

SHOW NAME: Mathemalodi
PRESENTER: Tholoane Moletsane
SHOW TIME SLOT: 09:00-12:00
BROADCAST TIME: 10:15 Tuesday
FEATURE DURATION: 10 minutes

Sponsorship & Advertising Opportunities

DIY

ELEMENTS	TIMING	PER EXECUTION	COST	SAVING	INVESTMENT
Standard Sponsorship Option - 10" Opening Billboard - 10" Closing Billboard - 30" Generic Advert	4 Weeks	R 15 768,00	R 70 080,00	R 7 008,00	**R 63 072,00**
	13 Weeks	R 14 016,00	R 204 984,00	R 22 776,00	**R 182 208,00**
Social Media Posting Option Facebook or Twitter Posting	4 Weeks	R 7 000	R 40 000,00	R 12 000,00	**R 28 000,00**
	13 Weeks	R 7 000	R 130 000,00	R 39 000,00	**R 91 000,00**
Content Integration Option (Interview) - 10" Opening Billboard - 10" Closing Billboard - 3-5 Minute Content Integration - 30" Generic Advert	4 Weeks	R 94 608,00	R 420 480,00	R 42 048,00	**R 378 432,00**
	13 Weeks	R 84 096,00	R 1229 904,00	R 136 656,00	**R 1 093 248,00**

LESEDI FM

TRANSPORT NEWS

The aim of this segment is to keep listeners abreast of the current transport infrastructure in their communities. The subject matters vary every week be it road, rail, logistics, freight etc.

ELEMENTS:

- 10's Opening billboard
- 10's Closing billboard
- 30 Second Generic Advert
- 3 – 5 Minute Content Integration (optional)
- Social Media Posting Facebook or Twitter (optional)

SHOW NAME: Jwale Ke Nako
PRESENTER: Thuso Motaung
SHOW TIME SLOT: 12:30-15:00
BROADCAST TIME: 13:15 Monday-Friday
FEATURE DURATION: 5 minutes

Sponsorship & Advertising Opportunities

TRANSPORT NEWS

ELEMENTS	TIMING	PER EXECUTION	COST	SAVING	INVESTMENT
Standard Sponsorship Option - 10" Opening Billboard - 10" Closing Billboard - 30" Generic Advert	4 Weeks	R 10 098,00	R 44 880,00	R 4 488,00	**R 40 392,00**
	13 Weeks	R 8 976,00	R 131 274,00	R 14 586,00	**R 116 688,00**
Social Media Posting Option Facebook or Twitter Posting	4 Weeks	R 7 000	R 40 000,00	R 12 000,00	**R 28 000,00**
	13 Weeks	R 7 000	R 130 000,00	R 39 000,00	**R 91 000,00**
Content Integration Option (Interview) - 10" Opening Billboard - 10" Closing Billboard - 3-5 Minute Content Integration - 30" Generic Advert	4 Weeks	R 60 588,00	R 269 280,00	R 26 928,00	**R 242 352,00**
	13 Weeks	R 53 856,00	R 787 644,00	R 87 516,00	**R 700 128,00**

IKWEKWEZI FM

NATIONAL SAVINGS MONTH

Savings Month is SASI's national savings awareness campaign. Savings Month is in July each year and the objectives of the campaign are to:

- Promote debate around key aspects of saving
- Raise awareness of the benefits of short, medium and long term planning
- Build relationships with key partners to leverage future opportunities
- To challenge consumers to strive towards living within their means and to reinforce positive financial behavior.

CAMPAIGN ROLL OUT

- Campaign will kick off with promos strategically to create awareness of the coming interviews.
- A series of interviews on different time channels to give tips and encourage listeners to cultivate a culture of saving and positive financial behavior especially during this time of the pandemic, retrenchments and high unemployment rate.
- Interviews can have vast number of topics ranging from investments, cash savings, car and household insurance, kids and money etc.
- Client can also introduce their products that they are offering.

NATIONAL SAVINGS MONTH - 4 WEEKS

ELEMENTS	CLIENT VALUE	CLIENT SAVING	CLIENT INVESTMENT
Promos x 2 weeks	R 64,140.00	R 0.00	R 64,140.00
Social Media 16 x Posts	R 60,000.00	R 15,000.00	R 30,000.00
Podcasts x 4	R 36,000.00	R 16,000.00	R 20,000.00
Interview/Content Feature x 4 weeks	R 90,720.00	R 45,360.00	R 45,360.00
TOTAL	**R 250,860.00**	**R 76,360.00**	**R 159,500.00**

IKWEKWEZI FM
KUKHANYA BHAI

IKWEKWEZI FM

UMMA WAMAMBALA – WOMAN CRUSH WEDNESDAY

Phenomenal women of South Africa being celebrated for the incredible contribution in making our country great. This listener-driven feature allows audiences to choose their female role models in their communities.

ELEMENTS:

- 10's Opening billboard
- 10's Closing billboard
- 30 Second Generic Advert
- 3 – 5 Minute Content Integration (optional)
- Social Media Posting Facebook or Twitter (optional)

SHOW NAME: Sivukile Breakfast Show
PRESENTER: Bussai & R-Voonah
SHOW TIME SLOT: 07:00-09:00
BROADCAST TIME: Tuesdays
FEATURE DURATION: 5 minutes

UMMA WAMAMBALA – WOMAN CRUSH WEDNESDAY - 13 WEEKS

ELEMENTS	DAY AND TIME	NO. OF INSERTS	EXPOSURE VALUE	CLIENT SAVING	CLIENT INVESTMENT
Feature Sponsorship (OBB, CBB, 1 x 30" recorded advert)	Tuesdays 08:45 – 08:50	13 Inserts	R99 372	R35 490	R63 882
Content Integration	Tuesdays 08:45 – 08:50	13 Inserts	R425 880	R212 940	R212 940
Facebook posts	Tuesdays	13 Inserts	R104 000	R52 000	R52 000
		TOTAL	**R629 252**	**R300 430**	**R328 822**

IKWEKWEZI FM
KUKHANYA BHAI

LIGWALAGWALA FM

Sponsorship & Advertising Opportunities

NATIONAL SAVINGS MONTH

Savings Month is SASI's national savings awareness campaign. Savings Month is in July each year and the objectives of the campaign are to:

- Promote debate around key aspects of saving
- Raise awareness of the benefits of short, medium and long term planning
- Build relationships with key partners to leverage future opportunities
- To challenge consumers to strive towards living within their means and to reinforce positive financial behavior.

CAMPAIGN ROLL OUT

- Campaign will kick off with promos strategically to create awareness of the coming interviews.
- A series of interviews on different time channels to give tips and encourage listeners to cultivate a culture of saving and positive financial behavior especially during this time of the pandemic, retrenchments and high unemployment rate.
- Interviews can have vast number of topics ranging from investments, cash savings, car and household insurance, kids and money etc.
- Client can also introduce their products that they are offering.

NATIONAL SAVINGS MONTH - 4 WEEKS

ELEMENTS	CLIENT VALUE	CLIENT SAVING	CLIENT INVESTMENT
Promos x 2 weeks	R 45,480.00	R 0.00	R 45,480.00
Social Media 16 x Posts	R 160,000.00	R 96,000.00	R 64,000.00
Podcasts x 4	R 40,000.00	R 20,000.00	R 20,000.00
Interview/Content Feature x 4 weeks	R 110,880.00	R 55,440.00	R 55,440.00
TOTAL	**R 356,360.00**	**R 171,440.00**	**R 184,920.00**

LIGWALAGWALA FM

Sponsorship & Advertising Opportunities

BUSINESS101

A SMEs business support feature giving tips to already operation businesses and aspiring entrepreneurs who want to start their own businesses. The objective is to give guidance, mentor and coach young entrepreneurs on improving or sustaining their businesses.

ELEMENTS:

- 10's Opening billboard
- 10's Closing billboard
- 30 Second Generic Advert
- 3 – 5 Minute Content Integration (optional)
- Social Media Posting Facebook or Twitter (optional)

SHOW NAME: Kusile Mzansi
PRESENTER: Dumisane "Madumane" Simelane
SHOW TIME SLOT: 06:30-09:00
BROADCAST TIME: 07:45 Tuesdays
FEATURE DURATION: 5 minutes

BUSINESS101 - 13 WEEKS

ELEMENTS	DAY AND TIME	NO. OF INSERTS	EXPOSURE VALUE	CLIENT SAVING	CLIENT INVESTMENT
Feature Sponsorship (OBB, CBB, 1 x 30" recorded advert)	Tuesdays 07:45-07:50	13 Inserts	R150 228	R75 114	R75 114
Content Integration	Tuesdays 07:45-07:50	13 Inserts	R500 760	R250 380	R250 380
Facebook and Twitter posts	Tuesdays	13 Inserts	R208 000	R104 000	R104 000
		TOTAL	**R858 988**	**R429 494**	**R429 494**

RADIO 2000

THE SNEAKER FEATURE

Every Friday a client can own the Sneaker feature on The Glenzito Super Drive Show.The segment has a regular contributor Mark Mac who calls himself a 'sneaker aficionado.
The Award winning Glenzito Super Drive is designed to be fun and easy.
This is a show for the musically driven where we aim to capture the essence of the young and young at heart. Thus listeners have dubbed the show for the #YouthEndala.

ELEMENTS:

- 10's Opening billboard
- 10's Closing billboard
- 2 x 30 Generic Commercial
- 1 x Facebook Post

SHOW NAME: The Glenzito Super Drive
PRESENTER: Glen Lewis, Nathi
SHOW TIME SLOT: 15:00-18:00
BROADCAST TIME: 15:40 Friday
FEATURE DURATION: 5 minutes

THE SNEAKER FEATURE

Sponsorship Elements & Format

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

Sponsorship Investment

Feature Sponsorship Cost: R 15 736.00 per feature
13 Weeks Sponsorship: R 204 568.00 (Excl. VAT)

RADIO 2000
97.2 – 100 FM Nationwide

SAFM

LIFE HAPPENS

Book Club and Culinary Tour

ELEMENTS:

- 10's Opening billboard
- 10's Closing billboard
- 2 x 30 Generic Commercial
- 1 x FB Post
- 1x Podcast

SHOW NAME: Life Happens
PRESENTER: KG Moeketsi
SHOW TIME SLOT: 13:00-15:00
BROADCAST TIME: Every last Friday
FEATURE DURATION: 15 minutes

LIFE HAPPENS

Sponsorship Elements & Format

1x 10" Opening Billboard
1x 10" Closing Billboard
2 x 30" Generic Commercial
1 x Facebook Post
1 x Podcast

Sponsorship Investment

Investment per feature: R 24 236.00
12 Weeks Feature Cost: R 290 832.00
12 Weeks Feature Promos: R 95 400.00
On the Ground Investment: R 60 000.00
12 Weeks Value: R 446 232.00
Total Investment: R307 416.00

METRO FM

THE METRO FM TOP 40

The METRO FM Top 40 Hits brings our listeners a full four hours of the hottest 40 Hits. It is more than a chart show, it is a lifestyle music show. The show is currently hosted by DJ Sabby The show captures every aspect of music through the industry awards, events, entertainment, fashion, news and all that influences this ever-evolving industry.

SHOW NAME: The METRO FM Top 40
PRESENTER: DJ Sabby
SHOW TIME SLOT: 09:00-13:00
BROADCAST TIME: Saturdays

Sponsorship & Advertising Opportunities

THE METRO FM TOP 40 - 8 WEEKS

ELEMENT	DURATION	NO. OF WEEKS	VALUE	INVESTMENT
Promo Spots	30”	8 Weeks	R449 520.00	R0.00
Show Sponsorship	4 Hrs. OBB, CBB, 8 X 30 & 10 X 10” Stings	8 Weeks	R2 119 680.00	R1 483 776.00
Give away moments	5 Mins	8 Weeks	R662 400.00	R331 200.00
Social Media Integration		8 Weeks	R56 000.00	R56 000.00
Total			**R3 287 600.00**	**R1 870 976.00**

METRO FM

UKHOZI FM

SIGIYA NGENGOMA

We are all different in our upbringing however we all have/share a common difference which is culture, no matter how modern we are most of us we are still rooted in our culture. Sigiya Ngengoma is one of the maskandi shows that, no matter how far you stay or work, whenever you tune in from whichever side of the world you will always feel at home. Something about traditional music that makes one feels the love, humanity and contentment. Sigiya Ngengoma aims at retaining the heritage whilst at the same time providing contemporary association and more modern feel to the majority of South Africans living in urban area.

Sponsorship & Advertising Opportunities

SIGIYA NGENGOMA - 8 WEEKS

ELEMENT	DURATION	NO. OF WEEKS	VALUE	INVESTMENT
Promo Spots	30”	8 Weeks	R397 680.00	R0.00
Show Sponsorship	3 Hrs. OBB, CBB, 6 X 30” Spots & 8 X 10” Stings	8 Weeks	R1 292 544.00	R904 780.00
Give away moments	5 Mins	8 Weeks	R506 880.00	R506 880.00
Social Media Integration		8 Weeks	R56 000.00	R56 000.00
Total			**R2 253 104.00**	**R1 467 660.00**

ukhozi fm

Luhamba phambili!

TRU FM

TRUFM TOP 30

Reggie Solani countdown the latest hits from around the globe.

SHOW NAME: trufm Top 30
PRESENTER: Reggie Solani
SHOW TIME SLOT: 09:00-12:00 Saturdays

TRUFM TOP 30 - 8 WEEKS

ELEMENT	DURATION	NO. OF WEEKS	VALUE	INVESTMENT
Promo Spots	30”	8 Weeks	R34 080.00	R0.00
Show Sponsorship	3 hrs “OBB, CBB & 6 X 30” Spots, 8 X 10” Stings	8 Weeks	R128 520.00	R83 964.00
Give away moments	5 Mins	8 Weeks	R50 400.00	R50 400.00
Social Media Integration		8 Weeks	R56 000.00	R28 000.00
Total			**R269 000.00**	**R162 364.00**

T's & C's

STANDARD TERMS AND CONDITIONS

- All standard Terms and Conditions apply, as per SABC Radio Airtime Sales Rate Card – April 2021.
- 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 to the station one week before pre-publicity commences.
- 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, and inclusive of Agency Commission.
- 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 off line 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.
- Subject to rate increase