

## DEFINITIONS

Prime Time - Morning 6AM - 10AM & Evening 4PM - 10PM  
 Combo deal - Any visual property + activation in any of the shows

ACTIVATIONS (Rate per Week)	
Show Name	Rate
Early Morning (4.00AM – 6.00AM)	250,000
Breakfast (6.00AM – 10.00AM)	500,000
Mid-Morning (10.00AM – 3.00PM)	450,000
Drive (3.00PM – 7.00PM)	450,000
Evening (7.00PM – 10PM)	500,000
Late Night (10.00PM – Midnight)	300,000
Activation value - 3 mentions, 3 promos, 3 ads (forego promos if there are no give-aways)	

SPOT ADS					
Duration	10 Secs	20 Secs	30 Secs	45 Secs	60 Secs
6am - 10am	8,000	16,000	24,000	36,000	48,000
10am - 3pm	6,500	13,000	19,500	29,250	39,000
4pm - 8pm	7,000	14,000	21,000	31,500	42,000
8pm - 6am	5,000	10,000	15,000	22,500	30,000

FEATURES/TIPS/INFORMERCIALS	RATE
Maximum length 60 seconds; 3 per day(weekly)	450,000
Production cost per feature	30,000

OTHER PROPERTIES	RATE
Presenter Mentions (Per Mention)	40,000
Sponsorship (Intro & Outro, 3 per day for a week)	400,000

TALK SHOW/INTERVIEWS	RATE
30 Minutes (Within the hour)	250,000

LIVE LINKS	RATE
Within Nairobi	80,000
Outside Nairobi	120,000



**TUNE IN: Kericho: Kapsoit, Ngoina Rd, Litein, Chepseon, Kedowa, Total 90.0FM | Bomet: Sotik, Kaplong, Kapkoros, Silibwet, Koiwo, Mulot, Tenwek 91.1 FM**