

FARM INITIATIVE ADVERTISING RATE CARD 2022

KTN FARMERS TV	
Weekly Executions	
Co-Scripting/Product placement	400,000
*show is once per week	
Weekly Sponsorships	
Property Sponsorship Rate	450,000
Programme Sponsorship Rate	400,000
*Bonus value is 7 minutes /week, ad ratio prime: non prime 40:60	
Documentaries (3-15) mins	500,000
Five channel branding/squeeze back(15")	250,000
Live transmission per hour - Nairobi	700,000
Live transmission per hour - Outside Nairobi	1,000,000
Classifieds - 15sec (Mon- Sat)	400,000
6.30am, pre 1pm,4.30pm &10.30pm	

THE STANDARD - SMART HARVEST	
STANDARD SIZES	
Full Page - 33x6	495,000
Half Page - 26.4x4	264,000
Quarter Page - 16.3*3, 12.5*4, 8.5x6	122,250
Front Page Strip	45,000
pssc	2,500

NATIVE ADVERTISING	
10*6	90,000
18*6	130,000
Fullpage	220,000
pssc	500
**Product based	

SUPPLEMENTS	
Full Page	550,000
Half page	280,000
Quarter page	145,000
Eighth page	73,000
P.s.c.c	2,900

RADIO MAISHA - MAISHA KILIMO	
Interviews	400,000
Segment Sponsorship	550,000
Intro and outro tags per property, 5 days a week 2 mentions on the property 2 ads daily Mon-Sun Segments to be sponsored; Quick Farming Fact Mkulima Sonko Mtaalamu wa wiki Mkulima Sokoni	

Other offerings
Content Partnerships
Interviews
Features on ground
Events

Note:
Publication

- Farmers TV is a 24 tv chanel
- Smart Harvest is an insert in the Sarturday Standard
- Maisha Kilimo will air every Sunday between 1 - 2 pm, with a 30 min talk show

