



		5"	10"	15"	20"	25"	30"	35"	40"	45"	50"	55"	60"
KTN EARLY PRIME	5:00pm - 6:50pm	17,900	35,800	53,700	71,500	89,500	107,400	125,300	143,200	161,000	178,900	196,800	214,700
KTN LEO (PRE & MID)	6:50pm - 7:30pm	24,800	49,600	74,400	99,200	124,000	148,800	173,600	198,500	223,200	248,000	272,800	297,600
KTN PRIME ENT	7:30pm - 8:50pm	21,400	42,800	64,100	85,500	106,900	128,300	149,600	170,900	192,400	213,700	235,100	256,500
KTN PRIME (PRE & MID)	8:50pm - 9:55pm	26,000	52,200	78,300	104,400	130,400	156,500	182,600	208,600	234,700	260,800	286,900	313,000
KTN LATE PRIME	9:55pm - 11:15pm	16,600	33,200	49,700	66,200	82,700	99,300	115,800	132,400	148,900	165,500	182,000	198,600
OFF PRIME	11:15pm - 5:00pm	11,800	23,500	35,200	46,900	58,700	70,500	82,200	93,900	105,600	117,400	129,100	140,800

KTN Weekly Executions	
Branded Features(Serles of 3each 1-3 mlns)	1,200,000
Co-Scripting/Product placement	450,000
*Inclusive of production and airing	

KTN Weekly Sponsorships	
Property Sponsorship Rate	850,000
Programme Sponsorship Rate	750,000
*Bonus value is 7 minutes /week, ad ratio prime: non prime 40:60	

Documentaries(3-15) Minutes	850,000
Five channel branding/squeeze back(15")	600,000
Live transmission per hour - Nairobi	1,000,000
Live transmission per hour - Outside Nairobi	1,300,000
KTN Classifieds - 15sec (Mon- Sat)	400,000
6.30am, pre 1pm,4.30pm &10.30pm	

SPOT PACKAGE		Weekly
3 (30 sec) spots per day, one on prime		900,000
3 (30 sec) spots per day, one on prime & 2 squeezeback/channel branding		1,100,000
Production: Simple graphics TVC/ Customized board		350,000
KTN NEWS & KTN HOME SPOT PACKAGE COMBO		
High Frequency Property (HFP) Sponsorship – with 5 minutes on each station		1,200,000
Spot package – 3 (30 sec) spots on each station 1 prime)		1,400,000
Spot package with a blend of channel branding (3 (30) sec spots per day with only 1 on prime, 2 channels branding per week, one on prime		1,600,000

Please Note:

- * All rates are subject to 16% VAT
- * Airing is subject to availability of time
- * Varying lengths of spot ads will be rounded to the nearest upper 5 seconds
- * Indemnity against political content and public notices will be required

Commercial Department
 P.O. BOX 30080-00100 GPO Tel : 020 322 2901
 Email : tvsales@standardmedia.co.ke
www.standardmedia.co.ke

