

ADVERTISING RATE CARD 2022

DEFINITIONS
 Prime Time - Morning 6.00 - 10.00AM & Evening 4PM - 10PM
 Combo deal - Any visual property + activation in any of the shows

ACTIVATION ON AIR	WEEKLY RATE	MENTIONS	PROMOS	ADS	
Early morning show (IZES)	700,000	3	3	3	Audio
Breakfast show (ITAL BREAKFAST)	700,000	3	3	3	Visual
Mid Morning Show (RIDDIM INVASION)	700,000	3	3	3	
Drive (TOTAL REGGAE REQUEST HOUR)	700,000	3	3	3	
SPOT LENGTH	BREAKFAST SHOW	MID - MORNING	DRIVE TIME	EVENING SHOW	ROS
	6.00 - 10.00	10.00 - 15.00	15.00 - 17.00	17.00 - 21.00	21.00 - 06.00
15 seconds	15,000	10,000	15,000	10,000	8,000
30 seconds	25,000	15,000	25,000	15,000	10,000
45 seconds	35,000	20,000	35,000	20,000	15,000
60 seconds	45,000	25,000	45,000	25,000	20,000

CLASSIFIEDS	
4 ads per day each 20 sec.	
Weekly (Mon - Sat)	75,000
FEATURES / TIPS / INFORMERCIAL	
Maximum length 90 seconds; 3 per day(weekly)	700,000
Production cost per feature	100,000
LIVE LINKS EACH AT	
Audio Link	100,000
Visual Links - 10 Mins	400,000
Presenter Mention	50,000
PRESENTER ENDORSEMENT	
Weekly Mon-Fri	500,000
INTERVIEW / TALK SHOW	
(20 mins)	400,000

HIGH FREQUENCY FEATURES				
Package	Package	Cost Per Week	Package	Cost Per Week
Mon - Fri	Audio	Audio	Video	Video
News briefs , Time Checks, Business News, Sports news, Song of the hour,	6 tags daily/ 3 ads daily	400,000	6 tags daily/ 3 ads daily	600,000
PRODUCT PLACEMENT FOR VISUAL				
Duration	Standard Time	Prime Time	Combo	
			Std & Prime time	
Per Day	100,000	100,000	180,000	
Per Week	400,000	300,000	550,000	
VISUAL ADVERT PLACEMENT PER WEEK	RATE PER WEEK			
	Prime time	Standard time - ROS		
	3 per day	5 per day	Combo Deal	
Squeeze back	700,000	550,000	1,700,000	
Channel branding	900,000	650,000	1,700,000	
Lower Thirds	500,000	350,000	1,700,000	
Scrolls -30 sec scroll	700,000	550,000	1,700,000	
Added Value : 3 spots per day				
	PER DAY	PER WEEK		
Sreen monitor branding				
Per show	800,000	3,000,000		
All shows (3 shows)	2,000,000	5,000,000		
Added Value : 3 spots per day				

