

# UNAM RADIO RATE CARD (Effective 1 June, 2014)

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All costs – VAT and Agent Commission excluded. Please note that schedules are prepared on Friday for the week commencing the following Monday.

## **1.RECORDED SPOT: PER 30 SECONDS PRO RATA**

N\$150.00

This is strictly for 30 second adverts, longer adverts will need calculation.

## **2. LIVE READS**

N\$150.00

## **3. SHOW SPONSORSHIP:**

N\$650.00 PER HOUR

You get two mentions and three spots aired during that specific hour, one mention in the beginning and one at the end and during the week a sponsored show will receive three promos per day. Please note that booking a show doesn't mean that other organisations cannot advertise during that show but organisations of similar nature will not be allowed to advertise during that specific hour.

## **4.RECORDING FACILITIES:**

Unam Radio can assist you in recording a spot/ jingle for your organisation. Our production facilities include digital recording and mixing, as well as voice overs and music production. Our production team will be pleased to quote for these facilities and production costs for recording spots/jingles.

Length of File	Recording Cost	Editing Cost
1 Minute	N\$ 180.00	N\$ 220.00
3 Minutes	N\$ 220.00	N\$ 270.00
5 Minutes	N\$ 270.00	N\$ 320.00

## **5.OUTSIDE ENTERTAINMENT HIRE**

**N\$2500.00 per day:** This includes DJ's providing music, microphones and monitoring speech volumes (sound engineering). Please note that UNAM cannot be held responsible for transport of the PA system to other venues, and this must be arranged by the client.

### UNAM RADIO STATION PROFILE

**Primary Audience** : UNAM students and staff  
: Polytechnic students and staff  
: International University of Management students and staff

: School Pupils

**Secondary Audience** : Taxi Drivers  
: Young Adults and professionals  
: SME's

**Statistics** : Frequency (97.4FM) covers the whole of Windhoek  
: +/- 600 calls and SMS messages per month  
: Over 3000 Facebook and Twitter interactions per month  
: 4000 Facebook fans and listeners

**Strengths** : Completely student run  
: Interactive shows