



ADVERTISING RATE CARD

RATE CARD 2019

MEGA 100fm
#Where music matters



RADIO SPOTS

These rates are charged according to estimated listenership number at a time. The rates will therefore be higher in the morning and evening as opposed to day

Spot Rates	30 Secs	45 Secs	60 Secs
Morning Prime			
4:00 am - 10 am	40.000 UGX	50.000 UGX	60.000 UGX
Day Time			
10:00 am - 5:00 Pm	20.000 UGX	30.000 UGX	40.000 UGX
Evening Prime			
5:00 pm - 9:00 pm	40.000 UGX	50.000 UGX	60.000 UGX
Night Time			
9:00 pm - 1:00 am	20.000 UGX	30.000 UGX	40.000 UGX
Late Night

TALK SHOWS PRE-RECORDED MAGAZINE PROGRAMME

We have set aside time for programs that are of interest to the public. This includes: educative and informative segments, business, health, civi engagement, conflict resolution, political awareness and government programs

Duration	Unit Charge	3 Months
15 Minutes	200.000 UGX	2.400.000 UGX
30 Minutes	400.000 UGX	4.800.000 UGX
60 Minutes	800.000 UGX	9.600.000 UGX
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15 Minutes	260.000 UGX	3.120.000 UGX
30 Minutes	472.000 UGX	5.664.000 UGX
60 Minutes	944.000 UGX	11.328.000 UGX

18% exclusive

18% Inclusive

The above package includes an intro and outro to the show and 3 promotional spots / mentions for 3 days prior to the Talk show / Magazine / Pre-recording payout.

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PROGRAMME / FEATURE / BENCHMARK SPONSORSHIP

Rates include: 2 Billboards - Intro and Outro and 2 DJ mentions except for 'Time Check'.

Programme	Per Month	Per Quarter
15 minutes	1.500.000 UGX	4.500.000 UGX
30 minutes	2.500.000 UGX	7.500.000 UGX
60 minutes	3.500.000 UGX	10.500.000 UGX
News Bulletin	5.000.000 UGX	15.000.000 UGX
Time Check Top/Half	5.000.000 UGX	15.000.000 UGX
Feature Programme (x3 Daily Mon - Fri)	3.500.000 UGX	10.500.000 UGX
Feature Programme (x1 - Friday)	2.500.000 UGX	7.500.000 UGX

RADIO ANNOUNCEMENTS

Announcements play a big role in communication and disseminating information in Northern Uganda. Through announcements, we are able to reach a lot of urban youth and corporates.

Cost Per Announcement Reading				
Normal / Scheduled Announcements				
Commercial	Official	Political	Death/ Property Loss	Parties
20.000 UGX	20.000 UGX	20.000 UGX	5.000 UGX	10.000 UGX
Special / Urgent / Emergency				
Commercial	Official	Political	Death/ Property Loss	Parties
20.000 UGX	20.000 UGX	20.000 UGX	5.000 UGX	10.000 UGX

18% Inclusive

DJ Mention - 30.000 UGX for normal Announcements
- 50.000 UGX for special / Urgent / Emergency Announcements

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Classifieds	Per Month	Per Quarter
Classifieds	15 seconds	10.000 UGX
Guest Appearances	5 Minutes	50.000 UGX
Live Feed	5 Minutes	100.000 UGX
Studio Giveaways	150.000 UGX

PROMOTIONS / OTHER OFFERINGS

Production Cost - One time fee	
Voicing, Scripting, Studio Fee	150.000 UGX

PRODUCTION

Note
- Each Announcement is equated to 30 words only. Every additional word is calculated at 500 UGX
- The above rates unless specified is EXCLUSIVE OF 18% VAT

Package Plans
Spots will be rotated evenly across the periods and days, subject to availability

Studio fee is paid separately unless agree upon and stated clearly

Terms and conditions
Agency commission is available to all recognised agencies. Full terms and conditions are available on request.

Sales
Phone: 0772 005 874

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