



P.O BOX 358, Gulu Plot 11/13 Independence House, Olya Road,

MEGA FM ADVERTISING RATE CARD

Mega FM rates are charged with the client in mind so as to make advertising and radio communication cheap, more involving, deeper brand connection between the listener and the advertiser and stronger commercial relationship between the advertiser and Mega Fm.

Radio Spots:

Our rates are charged according to the number of listeners at a time, with higher rates during morning and evening prime where listenership is at its peak, while during day time and night time the rate is much lower.

DAY PART	SPOT PRICE (30 Seconds)	SPOT PRICE (45 Seconds)	SPOT PRICE (60 Seconds)
4:00am-10:00am (Morning Prime)	50,000/=	60,000/=	70,000/=
10:00am-5:00pm (ROS)	30,000/=	40,000/=	50,000/=
5:00pm-9:00pm (Evening time)	50,000/=	60,000/=	70,000/=
9:00pm-1:00Am (Night time)	30,000/=	40,000/=	50,000/-
1:00Am-4:00am (Late night)	30,000/=	30,000/=	30,000/=
ROS/Political	50,000/=	70,000/=	100.000/=

Talk shows / Pre-recorded / Magazine Programme

In addition to spot advertising, Mega FM offers provision for running specific talk shows or magazine programs that are educative and informative, and relate to health, business/enterprise development, environment, peace and conflict resolution, civic education and political awareness and other topics of listeners' interest and benefit.

Duration per Program	Costing per Program	3 Months package price
15 minutes	250,000/=	3,000,000/=
30 minutes	500,000/=	6,000,000/=
60 minutes	1,000,000/=	12,000,000/=

Talk shows/Magazines are inclusive of 2 billboards (Intro & Outro) and three (3) promotional spots/mentions daily for three days before the Talk show.

Programme/Feature/Benchmark Sponsorship

Programme		Costing per Month	3 Months package price
15 minutes		1,500,000/=	4,500,000/=
30 minutes		2,500,000/=	7,500,000/=
60 minutes		3,500,000/=	10,500,000/=
News Bulletins	LUO	5,000,000/=	15,000,000/=
	ENG	3,500,000/=	10,500,000/=
Time Check (Top/Half Hour)		5,000,000/=	15,000,000/=
Feature (x3 daily Mon-Friday)		3,500,000/=	10,500,000/=
Features (x1 daily Mon-Friday)		2,500,000/=	7,500,000/=

Sponsorships are inclusive of 2 billboards (Intro & Outro) 3 spots adverts and 2 Dj Mentions except for the Time check.

Announcements:

We have provisions for announcements as we realize that they play a big role in communication in the region. Much of the local messages are passed through Mega FM Announcement.

Specifics	Cost per Announcement/Reading					DJ Mention
	Commercial	Official	Political	Death/ Loss of Property	Parties/ Memorial service	
All Announcement Slots (7am, 9am, 11am, 3pm, 6pm and 9pm)	20,000/=	10,000/=	30,000/=	5,000/=	10,000/=	30,000/=
Special/urgent/Emergency Announcement/Mention	40,000/=	20,000/=	60,000/=	10,000/=	20,000/=	50,000/=

Promotions/Other Offerings: 1. Classifieds – 15 seconds – 15,000/= 2. Guest Appearance 5 minutes -100,000/=
3. Live feeds 5 minutes 100,000/= 4. Studio giveaways interaction – 150,000/=

Production Cost:

Voicing, scripting and studio fee for each production.

For in house use Ug Shs 150,000/=

For external Use Ug Shs 300,000/=

Please Note:

(i) Announcement is as per the above rate for the first (30) words, each additional word is 1000/=

(ii) **All rates are VAT (18%) exclusive.**

Mega Fm

Plot 11/13, Independence House, Olya Road

P.O. Box 358, Gulu – Uganda

Commercial/Liaison Office

Plot 17-19, Nile Avenue Broadcast House, Kampala

Website: www.megafm.co.ug

Management