

Standard Rates

| <i>Channels</i> | <i>Mon</i> | <i>Tue</i> | <i>Wed</i> | <i>Thu</i> | <i>Fri</i> |
|----------------------|---------------|---------------|---------------|---------------|---------------|
| 06.00 – 09.00 | 430.00 | 430.00 | 430.00 | 430.00 | 430.00 |
| 09.00 – 13.00 | 310.00 | 310.00 | 310.00 | 310.00 | 310.00 |
| 13.00 – 16.00 | 310.00 | 310.00 | 310.00 | 310.00 | 310.00 |
| 16.00 – 18.00 | 430.00 | 430.00 | 430.00 | 430.00 | 430.00 |
| 18.00 – 22.00 | 240.00 | 240.00 | 240.00 | 240.00 | 240.00 |
| 22.00 – 24.00 | 240.00 | 240.00 | 240.00 | 240.00 | 240.00 |

| <i>Saturday Channels</i> | | <i>Sunday Channels</i> | |
|--------------------------|---------------|------------------------|---------------|
| 08.00 – 10.00 | 430.00 | 08.00 – 11.00 | 430.00 |
| 10.00 – 13.00 | 310.00 | 11.00 – 14.00 | 310.00 |
| 13.00 – 15.00 | 310.00 | 14.00 – 17.00 | 405.00 |
| 15.00 – 19.00 | 430.00 | 17.00 – 20.00 | 310.00 |
| 19.00 – 22.00 | 240.00 | 20.00 – 22.00 | 430.00 |
| 22.00 – 24.00 | 240.00 | 22.00 – 24.00 | 240.00 |

SPONSORED NEWS

| Duration | Cost |
|--------------------------------------|-----------------------|
| News Bulletins-Six (6) Bulletins/Day | R 10,830.00 per month |

SPONSORED PROGRAMMES

| 3 min | 5 min | 10 min | 15 min | 30 min |
|--------------|--------------|---------------|---------------|---------------|
| R1,080.00 | R1,620.00 | R2,160.00 | R2,700.00 | R3,240.00 |

COMPETITIONS (including an opening and closing billboard)

| 3 min | 5 min | 10 min | 15 min | 30 min |
|--------------|--------------|---------------|---------------|---------------|
| R3,231.00 | R5,380.00 | R10,770.00 | R16,160.00 | R32,240.00 |

INTERVIEWS

| Duration | Cost |
|-----------------|-------------|
| 5min | R 860.00 |
| 15min | R1,580.00 |
| 30min | R2,140.00 |

LIVE READS:

| | | |
|-------------------|---------------------|-------------------|
| Read by Presenter | Maximum of 50 words | R 400.00 per Read |
|-------------------|---------------------|-------------------|

Live 30 sec link-ups before the news: R580.00

ADVERTISEMENT PACKAGES

| | Adverts | Channel | Cost |
|----------|----------------|-----------------------|-------------|
| 1 | 10 10 | Peak Time Non-Peak | R 5,770.00 |
| 2 | 25 | Peak Time | R 8,240.00 |
| 3 | 20 20 | Peak Time Non-Peak | R 11,540.00 |
| 4 | 30 15 | Peak Time Non-Peak | R 13,650.00 |

Advertisement Production Cost:

- ✓ Production cost including voice talent - R 1,770.00 per advert.
- ✓ PSA production cost including voice talent – R2,140.00

Commercial Content

- Advertising spots can be bought in a specific time channel.
- Rates for outside broadcasts are available on request.
- All rates quoted are for 30 second commercials.

Cancellation of Airtime booked

- Cancellation is subjected to a written notice being received by Valley fm within 25 days prior to the broadcast date. Thereafter an 80% cancellation penalty will be applicable.

General terms and Conditions

- All rates as stipulated exclude VAT.
- Advertisements in specific time channels will be allocated on a first come first serve basis.
- The rate card is issued for the information of advertisers and advertising agencies and does not constitute an offer by Valley fm.
- A confirmation of order placed with Valley fm, will be issued to confirm the commercials booked.
- Compensation for spots not aired on Valley fm as part of this package offer will be given in airtime. No credits will be passed.
- The advertiser or advertising practitioner indemnifies Valley fm from any damages resulting from any advertisements placed on Valley fm.
- The deadline for advertising material is 5 working days prior to the broadcast.
- Preferred format of the advertising material: CD
- Advertisements can be broadcast in Afrikaans, IsiXhosa and English.
- No alcohol, tobacco advertisements will be allowed.