



RATE
CARD
2022 -2023

“Get ahead Advertise with Focus FM”

One of Focus FM's main objectives is to create a platform for Small Scale Enterprises. SMEs are often overlooked due to their budgetary constraints as it pertains to advertising. Focus FM is not only helping businesses and entrepreneurs make sound business decisions through informative broadcasting, we are also committed to offering them access to a mass community of like-minded individuals and consumers through an affordable integrated service.

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Advertising Rates 2022 - 2023

Monday to Friday	Offering	Time Slot	Rate Per 30"
	Prime	06:00 - 10:00	N\$300.00
	None Prime	10:00 - 12:00	N\$200.00
	Prime	12:00 - 14:00	N\$300.00
	Prime	14:00 - 19:00	N\$300.00
	Late None Prime	19:00 - 06:00	N\$150.00

Saturday & Sunday	Offering	Time Slot	Rate Per 30"
	Early None Prime	06:00 - 10:00	N\$150.00
	Prime	10:00 - 14:00	N\$300.00
	None Prime	14:00 - 18:00	N\$200.00
	Late None Prime	18:00 - 06:00	N\$300.00

Pro Rated Multiply rate by	10 seconds	15 seconds	20 seconds	25 seconds
	0.5	0.6	0.7	0.8
	30 seconds	35 seconds	45 seconds	50 seconds
	1	1.1	1.25	1.5

Advertising Bundles

Budget Bundle

20 x 30 second advert for seven days during none prime slots. client gets 5 free prime time ads added value



N\$1500.00

Prime Bundle

20 x 30 second adverts for seven days during prime time slots. Client gets 10 free none prime time ads added value



N\$4000.00



N\$5500.00

Turbo Bundle

40 x 30 second adverts for seven days during prime time. Client gets 20 free none prime time ads added value



N\$8500.00

Super Campaign Bundle

60 x 30 second adverts for seven days during prime time. Client gets 30 free none prime time ads added value

Advertising Value Products

Live Radio Reads

Client message read out by the presenter live on air, rather than being played during an ad break. Max 150 words

N\$350.00

Event Promo

2 hours presenter call in to studio from clients location inclusive of 10 On Air live reads 5 days prior to broadcast, 20 x Commercials 5 days prior to broadcast.

N\$5500.00

Outside Broadcast

3 hours of live broadcast from clients location inclusive of 10 On Air live reads 5 days prior to broadcast, 20 x Commercials 5 days prior to broadcast. Inclusive of P.A sound System

N\$8000.00

Interviews Infomercials

The aim of an interview is to provide, in the interviewee's own words, facts, reasons or opinions on a particular topic. Our interviews are placed during any of the prime time shows for a duration of 30 minutes.

N\$1500.00

On Air

Competitions

Radio competitions have the ability to add both engagement and excitement to your around any brand. If looking at growing and to solidifying your brand, radio contests are a great place to start. Besides, who doesn't love the chance to win free stuff? The segment is 1 - 5 minutes long and is inclusive of a mention to the lead up to the On Air Competition. The competition is also inclusive of a top and tail banner during the segment

N\$2500.00

Show

Sponsorship

The client gets 2 free ad during the duration of the show with top and tail banners for the duration of 1 month

N\$7000.00

Segment

Sponsorship

The client gets 1 free ad during the duration of the show with top and tail banners for the duration of 1 month

N\$4000.00

Production Rates

Radio Commercial Production

3 hours of live broadcast from clients location inclusive of 10 On Air live reads 5 days prior to broadcast, 20 x Commercials 5 days prior to broadcast. Inclusive of P.A sound System

N\$1500.00

Radio Teaser

15 second teaser inclusive of scripting, studio production, 1 x voice over artist (Additional 300 to be paid per extra voice artist)

N\$1000.00

Social Media

Price on Request

Terms and Conditions

GENERAL

Rates quoted exclude VAT.

Rate card effective from 1 September 2022.

This rate card is issued for the information of advertisers and advertising agencies and does not constitute an offer by Focus FM.

Confirmation of orders placed with Focus FM will be issued to verify the commercials booked. This will be deemed correct unless written notice contrary to such confirmation is received in writing within 2 working days after the confirmation has been issued.

Compensation for spots not flighted will be given in generic airtime. No credits will be passed. All compensation will be on 'like for like' basis.

Focus FM liability for spots not flighted and/or incorrectly flighted is limited to the value of the spots not flighted and/or incorrectly flighted.

The advertiser or advertising practitioner indemnifies Focus FM for damages resulting from any advertisements placed on the Station.

The rates represented in this document are the sole rates applicable for the period and supersede all previous rates.

This is a nett rate card and excludes any negotiated incentives and/or discounts.

Added Value is subject to availability at the time of booking and broadcast.

Added Value is calculated based on the investment amount, excluding VAT and calculated on rate card rates.

This Ratecard is for Terrestrial and Digital Broadcast.

Actual broadcast times may differ from scheduled times due to programming changes.

This rate card replaces existing booked order rates unless otherwise negotiated.

All rates quoted are in respect of 30-second commercials.

The rates for other durations are calculated as per the table on the rate card, and rounded up to the nearest Namibian Dollar.

E&OE.

PREFERRED SPOTS AND LIVE READS

Preferred spots can be placed within the ad break or within the hour.

Preferred spots can only be placed in an ad break – not in programming time.

Spots cannot be given preferred positioning placement within an ad break.

Live Read Preferred spots will carry an additional surcharge.

Please contact the sales representative for creative executions outside the above parameters.

RADIO MATERIAL REQUIREMENTS

The material deadline for advertising material is 3 working days prior to broadcast.

Focus FM accepts material via e-mail, WeTransfer and Drop-box.

Acceptable format for advertising material:

- a) Format: MPEG Layer 2 Bit Rate: 256kb/s Sample Rate: 44.1kHz No Padding No ID3 TAGS
- b) Format: WAV Stereo Bit Rate: 44.1kHz
- c) MP3

Acceptable Broadcast Language for Commercials: English

CANCELLATION OF AIRTIME BOOKED

Cancellation must be submitted in writing to Focus FM no later than 5 days prior to broadcast, regardless of date of application.

Failure to do so will result in a 20% cancellation penalty.

FEATURE SPONSORSHIP TERMS

Consists of an Opening Billboard (OBB) and a generic spot.

All OBB's allow for 10 words following the sponsor's name.

Live Read commercials, as part of a feature sponsorship, will carry an additional surcharge.

Subject to availability at time of booking and broadcast.

Broadcast sequence differs according to individual show programming format, e.g. OBB, Feature, Generic spot.

Please contact your Sales Representative for creative executions outside the above parameters.

Programming reserves the right to change the timing and format of a sponsorship.

Programming reserves the right to cancel certain sponsorships on Public Holidays.



Get In Touch

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