



RADIO WEST ADVERTISING RATES EFFECTIVE 1st JULY 2013

Spot Message Cost

Time	30 Sec	45 Sec	60 Sec
1:00am - 6:00am	14,337	17,204	27,240
6:00am - 10:00am	82,600	106,200	129,800
10:00am - 1:00pm	70,800	82,600	118,000
1:00pm - 3:00pm	70,800	82,600	118,000
3:00pm - 7:00pm	82,600	106,200	129,800
7:00pm - 10:00pm	82,600	106,200	129,800
10:00pm - 1:00am	70,800	82,600	118,000
Run of Station	59,000	70,000	112,100

Presenter Mentions of not more than 45 seconds: 59,000

Commercial Production: 295,000

Customized Airtime

15 Minutes	708,000
30 Minutes	1,180,000
1 Hour	1,770,000

Classified (Bonanza) Advertising - Maximum Commercial Length 15 Sec

Package	Days	Unit Cost	Weekly Cost	Monthly Cost
4 Spots Daily	Mon-Fri	23,600	472,000	1,888,000

Sponsorship Cost

Daily 3 hour Block	10,620,000
Daily 1 hour Block	4,310,000
Weekly 3 hour Block	8,850,000
Weekly 1 hour Block	4,720,000
Segment Sponsorship	4,130,000
Main News Bulletin Adjacency	8,260,000
Business News Adjacency	4,720,000
News Summary Adjacency	5,900,000
News Roundup Adjacency	4,720,000

Rates Excludes VAT at 18%



**XFM KAMPALA 94.8 FM & MBARARA 96.6 FM
ADVERTISING RATES EFFECTIVE 1st JULY 2013**

Spot Message Cost

Time	30 Sec	45 Sec	60 Sec
1:00am - 6:00am	14,337	17,204	27,240
6:00am - 10:00am	70,800	88,500	103,840
10:00am - 1:00pm	70,800	82,600	103,840
1:00pm - 3:00pm	59,000	76,700	94,400
3:00pm - 7:00pm	70,800	82,600	103,840
7:00pm - 10:00pm	70,800	82,600	103,840
10:00pm - 1:00am	59,000	76,700	94,400
Run of Station	59,000	70,800	112,100

Presenter Mentions (of not more than 45 seconds):	64,900
Commercial Production:	295,000

Customized Airtime

15 Minutes	590,000
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Classified (Bonanza) Advertising - Maximum Commercial Length 15 Sec

Package	Days	Unit Cost	Weekly Cost	Monthly Cost
4 Spots Daily	Mon-Fri	23,600	472,000	1,888,000

Sponsorship Cost

Daily 3 hour Block	9,440,000
Daily 1 hour Block	5,900,000
Weekly 3 hour Block	7,080,000
Weekly 1 hour Block	4,130,000
Segment Sponsorship	3,540,000
Main News Bulletin Adjacency	8,260,000
Business News Adjacency	5,310,000
News Summary Adjacency	5,900,000
News Roundup Adjacency	4,720,000

Rates Excludes VAT at 18%



BUKEDDE FM RADIO ADVERTISING RATES EFFECTIVE 1st JULY 2013

Spot Message Cost

Time	30 Sec	45 Sec	60 Sec
1:00am - 6:00am	70,800	88,500	112,100
6:00am - 10:00am	70,800	88,500	112,100
10:00am - 1:00pm	59,000	76,700	94,400
1:00pm - 3:00pm	59,000	76,700	94,400
3:00pm - 7:00pm	70,800	88,500	94,400
7:00pm - 10:00pm	70,800	88,500	112,100
10:00pm - 1:00am	47,200	59,000	76,700
Run of Station	59,000	70,800	112,100

Presenter Mentions (of not more than 45 seconds):	59,000
Commercial Production:	295,000

Customized Airtime

15 Minutes	531,000
30 Minutes	1,180,000
1 Hour	1,416,000
Live Link	354,000

Classified (Bonanza) Advertising - Maximum Commercial Length 15 Sec

Package	Days	Unit Cost	Weekly Cost	Monthly Cost
4 Spots Daily	Mon-Fri	23,600	472,000	1,888,000

Sponsorship Cost

Daily 3 hour Block	8,850,000
Daily 1 hour Block	5,310,000
Weekly 3 hour Block	7,080,000
Weekly 1 hour Block	4,130,000
Segment Sponsorship	4,130,000
Main News Bulletin Adjacency	7,080,000
Business News Adjacency	3,540,000
News Summary Adjacency	4,720,000
News Roundup Adjacency	4,720,000

Rates Excludes VAT at 18%



ETOP RADIO ADVERTISING RATES EFFECTIVE 1st JULY 2013

Spot Message Cost

Time	30 Sec	45 Sec	60 Sec
1:00am - 6:00am	15,930	23,395	30,264
6:00am - 10:00am	56,640	76,700	94,400
10:00am - 1:00pm	56,640	77,290	94,400
1:00pm - 3:00pm	46,020	69,030	87,438
3:00pm - 7:00pm	46,020	69,030	94,400
7:00pm - 10:00pm	56,640	76,700	94,400
10:00pm - 1:00am	46,020	69,030	87,438
Run of Station	46,020	9,030	87,438

Presenter Mentions (of not more than 45 seconds):	41,300
Commercial Production:	295,000

Customized Airtime

15 Minutes	413,000
30 Minutes	708,000
1 Hour	1,180,000
Live Link	295,000

Classified (Bonanza) Advertising - Maximum Commercial Length 15 Sec

Package	Days	Unit Cost	Weekly Cost	Monthly Cost
4 Spots Daily	Mon-Fri	21,240	424,800	1,699,200

Sponsorship Cost

Daily 3 hour Block	5,900,000
Daily 1 hour Block	4,130,000
Weekly 3 hour Block	4,248,000
Weekly 1 hour Block	2,950,000
Segment Sponsorship	2,950,000
Main News Bulletin Adjacency	7,080,000
Business News Adjacency	4,956,000
News Summary Adjacency	3,248,000
News Roundup Adjacency	3,540,000

Rates Excludes VAT at 18%



RADIO RUPINY ADVERTISING RATES EFFECTIVE 1st JULY 2013

Spot Message Cost

Time	30 Sec	45 Sec	60 Sec
1:00am - 6:00am	14,160	21,240	26,904
6:00am - 10:00am	42,480	63,720	80,712
10:00am - 1:00pm	35,400	53,100	67,260
1:00pm - 3:00pm	28,320	42,480	53,800
3:00pm - 7:00pm	42,480	63,720	80,712
7:00pm - 10:00pm	42,480	63,720	80,712
10:00pm - 1:00am	42,480	63,720	80,712
Run of Station	41,300	49,560	78,470

Presenter Mentions of not more than 45 seconds:	41,300
Commercial Production:	295,000

Customized Airtime

15 Minutes	354,000
30 Minutes	637,000
1 Hour	1,132,800
Live Link	295,000

Classified (Bonanza) Advertising - Maximum Commercial Length 15 Sec

Package	Days	Unit Cost	Weekly Cost	Monthly Cost
4 Spots Daily	Mon-Fri	21,240	424,800	1,699,200

Sponsorship Cost

Daily 3 hour Block	5,664,000
Daily 1 hour Block	3,540,000
Weekly 3 hour Block	4,248,000
Weekly 1 hour Block	2,832,000
Segment Sponsorship	2,360,000
Main News Bulletin Adjacency	5,664,000
Business News Adjacency	3,540,000
News Summary Adjacency	4,248,000
News Roundup Adjacency	3,540,000

Rates Excludes VAT at 18%



ARUA ONE ADVERTISING RATES EFFECTIVE 1st JULY 2013

Spot Message Cost

Time	30 Sec	45 Sec	60 Sec
1:00am - 6:00am	11,800	17,700	23,600
6:00am - 10:00am	47,200	64,900	76,700
10:00am - 1:00pm	41,300	44,250	59,000
1:00pm - 3:00pm	29,500	44,250	59,000
3:00pm - 7:00pm	35,400	53,100	70,800
7:00pm - 10:00pm	47,200	64,900	76,700
10:00pm - 1:00am	23,600	29,500	35,400
Run of Station	47,200	70,800	88,500

Presenter Mentions (of not more than 45 seconds):	41,300
Commercial Production:	295,000

Customized Airtime

15 Minutes	354,000
30 Minutes	590,000
1 Hour	1,132,800
Live Link	295,00

Classified (Bonanza) Advertising - Maximum Commercial Length 15 Sec

Package	Days	Unit Cost	Weekly Cost	Monthly Cost
4 Spots Daily	Mon-Fri	21,2240	424,800	1,699,200

Sponsorship Cost

Daily 3 hour Block	5,664,000
Daily 1 hour Block	4,248,000
Weekly 3 hour Block	4,720,000
Weekly 1 hour Block	2,950,000
Segment Sponsorship	2,360,000
Main News Bulletin Adjacency	5,664,000
Business News Adjacency	4,130,000
News Summary Adjacency	4,248,000
News Roundup Adjacency	3,540,000

Rates Excludes VAT at 18%