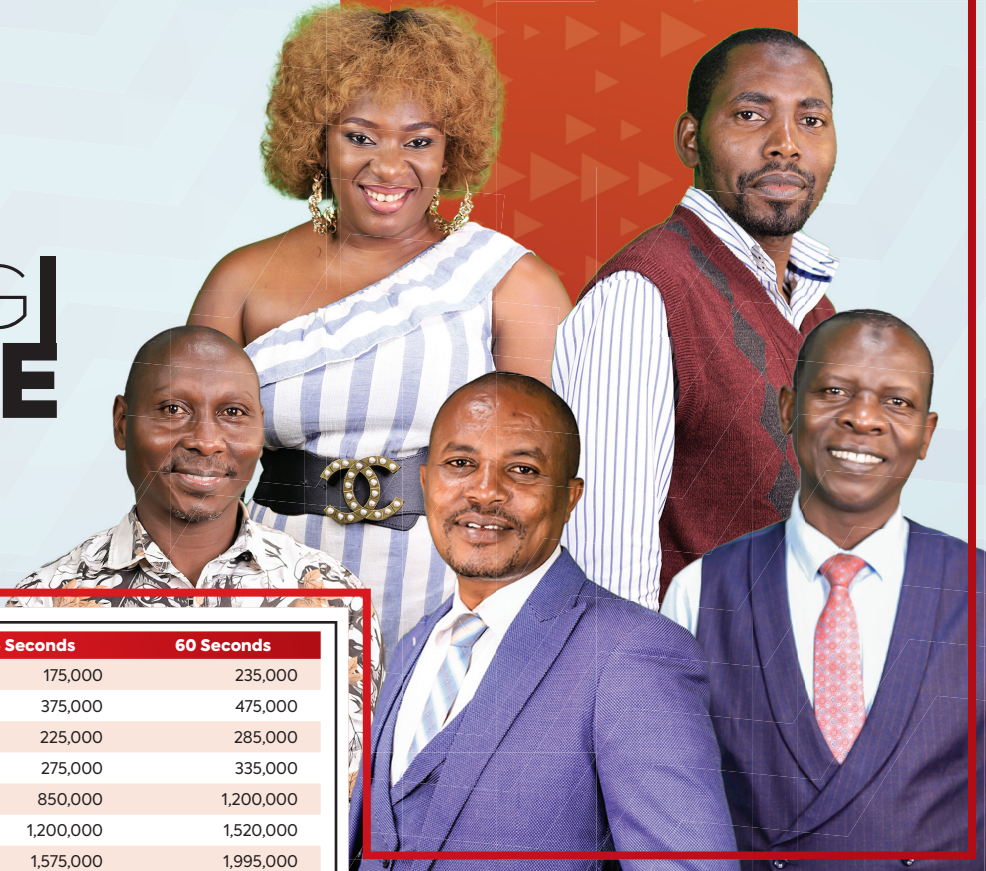


## BUKEDDE TV1

# ADVERTISING RATE GUIDE



| SPOT ADVERTS/MESSAGES | 30 Seconds | 45 Seconds | 60 Seconds |
|-----------------------|------------|------------|------------|
| 4:30am-6:00am         | 100,000    | 175,000    | 235,000    |
| 6:00m-10:00am         | 250,000    | 375,000    | 475,000    |
| 10:00am -4:00pm       | 177,000    | 225,000    | 285,000    |
| 4:00pm-7:00pm         | 200,000    | 275,000    | 335,000    |
| 7:00-8:00pm           | 500,000    | 850,000    | 1,200,000  |
| 8:00-9:00pm           | 800,000    | 1,200,000  | 1,520,000  |
| 9:00-11:15pm          | 1,050,000  | 1,575,000  | 1,995,000  |

| Native Advertising/Features                             | 12:30-1:00pm  | 7:00-8:00pm          | 10:00-11:00pm    |
|---|---------------|----------------------|------------------|
| 3-5 minutes in News                                     | 3,000,000     | 5,000,000            | 10,000,000       |
| Outside News  | 9:00-6:00pm   | 6:00-11:00pm         |                  |
| 10-15minutes  | 5,000,000     | 12,000,000           |                  |
| Dramas/Films  | 9:00am-6:00pm | 7:00-11:00pm         |                  |
| 3-5minutes  | 10,000,000    | 20,000,000           |                  |
| 5-10minutes   | 20,000,000    | 40,000,000           |                  |
| 10-30minutes  | 40,000,000    | 60,000,000           |                  |
| <b>In built mentions during the drama (10 seconds).</b> |               |                      | <b>3,000,000</b> |
| Commercial Programs                                     | 9:00am-6:00pm | 7:00-11:00pm         |                  |
| 3-5minutes  | 15,000,000    | 40,000,000           |                  |
| 5-10minutes   | 30,000,000    | 60,000,000           |                  |
| 10-30minutes  | 60,000,000    | 80,000,000           |                  |
| Advert Production                                       | Price         | Documentaries        |                  |
| 15 seconds  | 1,500,000     | 5min. 10,000,000     |                  |
| 30 seconds  | 3,000,000     | 10-15 min 35,000,000 |                  |
| 45 -60 seconds  | 6,000,000     | 30min-1hr 75,000,000 |                  |

| STUDIO APPEARANCES | 7-10 minutes |
|--------------------|--------------|
| 6:00am-6:00pm      | 2,000,000    |

| NEWS INTERVIEWS   |            |
|-------------------|------------|
| (Power Interview) | Per each   |
| 12:30pm-1:00pm    | 3,000,000  |
| 7:00-8:00pm       | 5,000,000  |
| 10:00-11:00pm     | 10,000,000 |

| TALKSHOWS                          | PER EACH  |
|------------------------------------|-----------|
| 10:00am-11:00am                    | 3,600,000 |
| 3:30pm-4:4:30pm Thur & Fri         | 4,500,000 |
| 11:15pm-12:15am Mondays Akabinkano | 6,000,000 |

| SQUEEZE BACKS | Per each |
|---------------|----------|
| 6am-6:00pm    | 200,000  |
| 6:00-11:00pm  | 400,000  |

| SCROLLS        | PER DAY |
|----------------|---------|
| 6:00am-6:00pm  | 150,000 |
| 6:00pm-11:00pm | 250,000 |

| DOCUMENTARIES | 6pm-11pm   |
|---------------|------------|
| 5-15 minutes  | 8,000,000  |
| 15-30 minutes | 11,000,000 |
| 30min-1hour   | 15,000,000 |

| SHORT COMMERCIAL CLIPS | 3 minutes | 5 minutes |
|------------------------|-----------|-----------|
| 6am-6pm                | 500,000   | 800,000   |

| HERBALISTS                 | 24 minutes | 45 minutes |
|----------------------------|------------|------------|
| Recorded program -Day time | 1,000,000  | 2,000,000  |
| After mid-night            | 500,000    | 800,000    |

| CHURCHES / PASTORS | 24 minutes | 45 minutes |
|--------------------|------------|------------|
| Day Time           | 1,000,000  | 2,000,000  |
| 11:30pm-Midnight   | 800,000    | 1,500,000  |

| LIVE BROADCAST  | Per hour   |
|-----------------|------------|
| With in Kampala | 8,000,000  |
| Outside Kampala | 14,000,000 |

(this includes Facebook streaming)

| SPONSORSHIPS    |            |
|-----------------|------------|
| Monthly Cost    |            |
| News properties |            |
| 5:00am-6:00am   | 8,000,000  |
| 12:30pm-1:00pm  | 12,000,000 |
| 7:00pm-8:00pm   | 15,000,000 |
| 10:00-11:15pm   | 30,000,000 |

| CLOCKS  | MONTHLY COST |
|---------|--------------|
| 12:30pm | 15,000,000   |
| 7:00pm  | 25,000,000   |
| 10:00pm | 45,000,000   |

| News Briefs/Hourly clocks OR any High frequency/ | Rotation   |
|--|------------|
| 6am-6pm *5 a day                                 | 34,000,000 |