



CATEGORY	DESCRIPTION	FREQUENCY	UNIT COST (LE)
AIRTIME - LIVE BROADCAST			
Public Notices	Radio public Notice(1-50 words)	1	50,000
	Radio public Notice(51-100 words)	1	65,000
	Radio public Notice (101-150 words)	1	85,000
	Radio public Notice (up to 250 words)	1	150,000
Birthday and Obituary	Radio Birthday & Obituary Flash (50 words)	1	30,000
	Radio Birthday & Obituary Full (up to 150 words)	1	50,000
	Celebrating the life of (5 minutes)	1	250,000
Airtime : Pre-recorded Content	Radio Airtime (10mins) Pre-recorded content	1	400,000
	Radio Airtime (15mins) Pre-recorded content	1	600,000
	Radio Airtime (20 mins) Pre-recorded content	1	800,000
	Radio Airtime(30 mins) Pre-recorded content	1	1,000,000
	Radio Airtime (1 Hour) Pre-recorded content	1	2,000,000
Airtime: Live Broadcast	Radio Live Broadcast (10 mins)	1	600,000
	Radio Live Broadcast (15 mins)	1	875,000
	Radio Live Broadcast (20 mins)	1	1,200,000
	Radio Live Broadcast (30 mins)	1	1,750,000
	Radio Live Broadcast (1 Hour)	1	3,500,000
Outdoor Broadcast	Live Outdoor Radio Broadcast (1 Hour)	1	5,000,000
Public Relations (PR) PACKAGE			
PR Package Content	Radio Advertisement on a Flagship Program (60 secs) per slot	1	350,000
	Radio Drama/Skit/Soap Operas Airtime (10mins) Pre-recorded content	1	400,000
	Radio Drama/Skit/Soap Operas Airtime (15mins) Pre-recorded content	1	600,000
	Radio Drama/Skit/Soap Operas Airtime (20 mins) Pre-recorded content	1	800,000
	Radio Drama/Skit/Soap Operas Airtime (30 mins) Pre-recorded content	1	1,500,000
	Radio Drama/Skit/Soap Operas Airtime (1 Hour) Pre-recorded content	1	3,000,000
ARTIST PROMOTION - LOCAL			
Local Artist Promotion	Song Airplay x 3 daily includes Radio Interview	per slot	15,000
	Song Airplay x 5 daily includes Radio Interview, profile	per slot	20,000
	Song Airplay x 5 daily includes Radio Interview, profile, online promotion/website (Premium)	per slot	30,000
ADVERTISEMENT			
Jingle Airtime	Radio Jingle 0-30 secs (peak time)	per slot	40,000
	Radio Jingle 0-30 secs (off peak time)	per slot	35,000
	Radio Jingle 31- 60 secs (peak time)	per slot	70,000
	Radio Jingle 31-60 secs (off peak time)	per slot	60,000
Flagship Content	Radio Jingle on a Flagship Program (0-15 secs)	per slot	85,000
	Radio Jingle on a Flagship Program (16-30 secs)	per slot	175,000
	Radio Jingle on a Flagship Program (31-45 secs)	per slot	285,000
	Radio Jingle on a Flagship Program (45-60 secs)	per slot	350,000
Brand Mentions	Brand Mention (10 secs)	1 per hour	50,000
	Brand Mention Package	4 slots per hour	200,000
VISUAL			
Short code visibility	Short Code visibility (on website and social media live)	per day	150,000
	Short Code visibility on a Flagship Program (on website and social media live)	per hour	250,000
Scroll Bar visibility	Scroll Bar (on website and social media live)	per program	50,000
	Scroll Bar on a Flagship Program (on website and social media live)	per hour	100,000
Live Streaming	Live Streaming (Website and FaceBook) on a Program	per hour	500,000
Social Media visibility	Social Media publicity and boosting (9k reach)	per day	200,000
	Social Media publicity and boosting (23k reach)	per day	500,000
	Social Media publicity and boosting (58k reach)	per day	1,000,000
	Social Media publicity and boosting (127k reach)	per day	1,500,000
PRODUCTION			
INDOOR			
Jingle Production	Jingle 0-30 secs	1	1,250,000
	Jingle 31-60 secs	1	2,500,000
Jingle Recording	Jingle 0-30 secs	1	250,000
	Jingle 31-60 secs	1	500,000
Pre-recorded audio production	10mins Pre-recorded content	1	1,000,000
	15mins Pre-recorded content	1	1,500,000
	20 mins Pre-recorded content	1	2,000,000
	30 mins Pre-recorded content	1	3,000,000
	1 Hour Pre-recorded content	1	5,500,000
OUTDOOR			
Outdoor Video Production	Video Content 10mins Pre-recorded content	1	2,000,000
	Video Content 15mins Pre-recorded content	1	3,000,000
	Video Content 20 mins Pre-recorded content	1	4,000,000
	Video Content 30 mins Pre-recorded content	1	5,500,000
	Video Content 1 Hour Pre-recorded content	1	7,000,000
Video Commercial Production	Promotional Video (60 secs)	1	5,000,000
PHOTOGRAPHY			
Photography Production	5 stills	set	250,000
	10 stills	set	400,000
	15 stills	set	650,000
PARTNERSHIP			
Partnership Extension	Barter system	daily	100% share
	Sponsorship	daily	0-50% discount
	Revenue Share	daily	0-40% share
	Discounts	daily	0-20% deduction
	Referrals	daily	10% off next purchase
	Copyright and Intellectual Trademark	All Year Round	N/A
Company's Reputation	All Year Round	N/A	
Joint Social Purpose Venture	All Year Round	N/A	
Street Team Campaign	All Year Round	N/A	
Social Networks and Connections	All Year Round	N/A	
Event Management	All Year Round	N/A	
Visual Branding	All Year Round	N/A	
Co-creation	All Year Round	N/A	
Brand Association	All Year Round	N/A	
Brand Exposure	All Year Round	N/A	
Global Recognition	All Year Round	N/A	
Press Conference	All Year Round	N/A	
Collaborate on local initiatives	All Year Round	N/A	
SUBSCRIPTION			
Audio Playback feature	Podcast - up to 1 hour	Daily	750,000
	Podcast - up to 30 Minutes	Daily	500,000
Visual Playback feature	Video Playback / Replay (Live Streaming content) - up to 1 hour	Daily	1,500,000
	Video Playback / Replay (Live Streaming content) - up to 30 Minutes	Daily	1,000,000



B-FREQUENCY	BRONZE MONTHLY PACKAGE \$25,000	S-FREQUENCY	SILVER MONTHLY PACKAGE \$30,000	G-FREQUENCY	GOLD MONTHLY PACKAGE \$50,000
	BROADCAST		BROADCAST		BROADCAST
1 per month	Radio Live Broadcast (1 Hour)	2 per month	Radio Live Broadcast (1 Hour)	4 per month	Radio Live Broadcast (1 Hour)
	Public Relations (PR) PACKAGE	1 per month	Live Outdoor Radio Broadcast (1 Hour)	2 per month	Live Outdoor Radio Broadcast (1 Hour)
1 per month	Radio Drama/Skit/Soap Operas Airtime (30 Mins worth) Pre-recorded content		Public Relations (PR) PACKAGE		Public Relations (PR) PACKAGE
5 Artists	ARTIST PROMOTION - LOCAL	1 per month	Radio Drama/Skit/Soap Operas Airtime (1 hour worth) Pre-recorded content	2 per month	Radio Drama/Skit/Soap Operas Airtime (1 Hour worth) Pre-recorded content
	Song Airplay x 3 daily includes Radio Interview		ARTIST PROMOTION - LOCAL		ARTIST PROMOTION - LOCAL
	ADVERTISEMENT	5 Artists	Song Airplay x 5 daily includes Radio Interview, profile	5 Artists	Song Airplay x 5 daily includes Radio Interview, profile, online promotion/website (Premium)
25 slots per day	Radio Jingle 60 secs (peak time)		ADVERTISEMENT		ADVERTISEMENT
15 slots per day	Radio Jingle 60 secs (off peak time)	30 slots per day	Radio Jingle 60 secs (peak time)	60 slots per day	Radio Jingle 60 secs (peak time)
10 slots per day	Radio Jingle on a Flagship Program (60 secs)	20 slots per day	Radio Jingle 60 secs (off peak time)	40 slots per day	Radio Jingle 60 secs (off peak time)
2 per day	Brand Mention (10 secs)	15 slots per day	Radio Jingle on a Flagship Program (60 secs)	25 slots per day	Radio Jingle on a Flagship Program (60 secs)
	VISUAL	4 per day	Brand Mention (10 secs)	8 per day	Brand Mention (10 secs)
1 per day (Mon-Fri)	Scroll Bar (on website and social media live)		VISUAL		VISUAL
1 per day (Mon-Fri)	Live Streaming (Website and FaceBook)	2 per day (Mon-Fri)	Short Code visibility on a Flagship Program (on website and social media live)	per day	Short Code visibility (on website and social media live)
per day	Social Media boosting - own weekly content	2 per day (Mon-Fri)	Scroll Bar on a Flagship Program (on website and social media live)	per day	Scroll Bar (on website and social media live)
	INDOOR PRODUCTION	3 per month	Live Streaming (Website and FaceBook) own content	per day	Live Streaming (Website and FaceBook) Any
1 per month	15 mins Pre-recorded audio content	2 per day (Mon-Fri)	Digital and Social Media Visibility on a Flagship Program	per day	Digital and Social Media Visibility
	OUTDOOR PRODUCTION	per day	Social Media boosting	per day	Social Media boosting
1 per month	Video Content 15 mins Pre-recorded content		INDOOR PRODUCTION		INDOOR PRODUCTION
	CUSTOMER ENGAGEMENT	1 per month	Jingle 60 secs	3 per month	Jingle 60 secs
2 per day	Mini Filler Segment (60 secs)	1 per month	30 Hour Pre-recorded audio content	1 per month	1 Hour Pre-recorded audio content
	STUDIO BRANDING		OUTDOOR PRODUCTION		OUTDOOR PRODUCTION
1 per week	Visual branding on studio set on a content	1 per month	Video Content 30 Mins Pre-recorded content + airing on digital platforms	1 per month	Video Content 1 Hour Pre-recorded content + airing on digital platforms
	SUBSCRIBERS #Loyalists		CUSTOMER ENGAGEMENT	1 per month	Live OB Event Coverage (visual and audio)
1 week only	Audio Playback feature (Podcast)	5 slots per day	Mini Filler Segment (60 secs)		CUSTOMER ENGAGEMENT
1 week only	Visual Playback feature (Catch-up)	1 per day	Major Filler Segment	10 slots per day	Mini Filler Segment (60 secs)
	PARTNERSHIP BENEFITS #SwitYuLife		VISUAL BRANDING	2 per day	Major Filler Segment
25%	Barter system	1 per day	Visual branding on studio set on a flagship program		VISUAL BRANDING
5%	Discounts Staff		SUBSCRIBERS	per day	Visual branding on studio set
10%	Referrals - discount off next purchase	monthly	Audio Playback feature (Podcast) - 3 content		SUBSCRIBERS
	FRY FRY BONUS	monthly	Visual Playback feature (Catch-up) - 3 content	per day	Audio Playback feature (Podcast)
1 per month	Radio public Notice (up to 100 words)		PARTNERSHIP BENEFITS #SwitYuLife	per day	Visual Playback feature (Catch-up)
20 per month	Radio Birthday & Obituary Flash	50%	Barter system		PARTNERSHIP BENEFITS #SwitYuLife
1 per month	Promotional Video Production (15 secs)	25%	Sponsorship discount on sponsored events	100%	Barter system
1 per month	5 Photography stills	80/20	Revenue Share on sponsored co-create content	50%	Sponsorship discount on sponsored events
		10%	Discounts to Staff	70/30	Revenue Share on sponsored co-create content
		10%	Referrals - discount off next purchase	20%	Discounts to Staff
		1 per year	Joint Social ventures - campaigns, documentaries, advocacy	20%	Referrals - discount off next purchase
			FRY FRY BONUS	2 per year	Joint Social ventures - campaigns, documentaries, advocacy
		1 per month	Radio public Notice (up to 250 words)		FRY FRY BONUS
		25 per month	Radio Birthday & Obituary Full (up to 150 words)	3 per month	Radio public Notice (up to 250 words)
		1 per month	Promotional Video Production (30 secs)	30 per month	Radio Birthday & Obituary Full (up to 150 words)
		1 per month	15 Photography stills	1 per month	Promotional Video Production (60 secs)
				1 per month	30 Photography stills