



ADVERTISING PACKAGES

OPTION 1 (Weekly)

15 x Prime Time Recorded ads
per week
*3 x Peak Time ads per weekday
R 2 450

OPTION 2 (Weekly)

15 x Prime Time Live Reads per
week
*3 x Peak Time ads per weekday
R 3 250

OPTION 3 (Monthly)

15 x Prime Time Recorded ads
per week
X 4 weeks
*3 x Peak Time ads per weekday
R 9 500

OPTION 4 (Monthly)

15 x Prime Time Live Reads per
week
X 4 weeks
*3 x Peak Time ads per weekday
R 11 500

OPTION 5 (Weekly)

20 x Mixed ads per week
*2 x Peak Time and 2 x Non-Peak
per weekday
2 x Recorded ads and
2 x Live Reads
R 3 700

OPTION 6 (Monthly)

20 x Mixed ads per week
*2 x Peak Time and 2 x Non-Peak
per weekday
2 x Recorded ads and 2 x Live
Reads
X 4 weeks
R 12 500

INTERVIEWS

R950-00 for a 10 minute interview
To be booked 1 week in advance *Subject to availability

Recorded Ads (30 Seconds)

Monday to Friday		Saturday and Sunday	
00h00 – 06h00	Automation	00h00 – 07h00	Automation
06h00 – 09h00	R 195	07h00 – 10h00	R 175
09h00 – 12h00	R 165	10h00 – 12h00	R 135
12h00 – 15h00	R 180	12h00 – 15h00	R 175
15h00 – 18h00	R 195	15h00 – 18h00	R 175
18h00 – 21h00	R 195	18h00 – 21h00	R 165
21h00 – 00h00	R 165	21h00 – 00h00	R 135

Live Reads (30 Seconds)

Monday to Friday		Saturday and Sunday	
00h00 – 06h00	Automation	00h00 – 07h00	Automation
06h00 – 09h00	R 250	07h00 – 10h00	R 220
09h00 – 12h00	R 220	10h00 – 12h00	R 200
12h00 – 15h00	R 230	12h00 – 15h00	R 220
15h00 – 18h00	R 250	15h00 – 18h00	R 220
18h00 – 21h00	R 250	18h00 – 21h00	R 195
21h00 – 00h00	R 220	21h00 – 00h00	R 185

Radio allowed people to act with their hearts and minds.
-Dick York-

PRODUCTION OF ADS

If the client is not able to produce their own advertisement(s),

The PUKfm production team can create them at an additional charge of R850-00.

If an ad needs to be modified before it has been approved – free of charge

If ad is approved and small changes have to be made – R350-00

If a new ad has to be made for campaign or client – R850-00

TERMS & CONDITIONS

PUKfm has **7 working days** to produce an advertisement.

Adverts and/or live reads will air if the following documents are completed and

sent back to PUKfm:

Client contact info sheet

Booking sheet

Debtors agreement

Cancellation of ads: a 30 day notice has to be given if the ads must be cancelled.

The advertiser will still be held responsible for the payment of these advertisements

PUKfm management reserves the right to change the programme schedule

without prior notice or an advertisement after consulting the advertiser.

PLEASE NOTE

Rates quoted include VAT

Rates **EXCLUDE** agency commission

Show features and **show sponsorship** rates are available on request.

Competitions / Events / Sponsorships: Price on request

Integrated multi-platform campaigns are pitched to client with the

following: Social media ; TV Screen in studio

CONTACT US

Charonike Nel

Station Manager

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Thank you for choosing PUKfm for your advertising needs

Rates are valid until 31 December 2021

When you listen to **radio** you are a witness of the everlasting war between idea and appearance,
between time and eternity, between the human and the divine.

-Hermann Hesse-