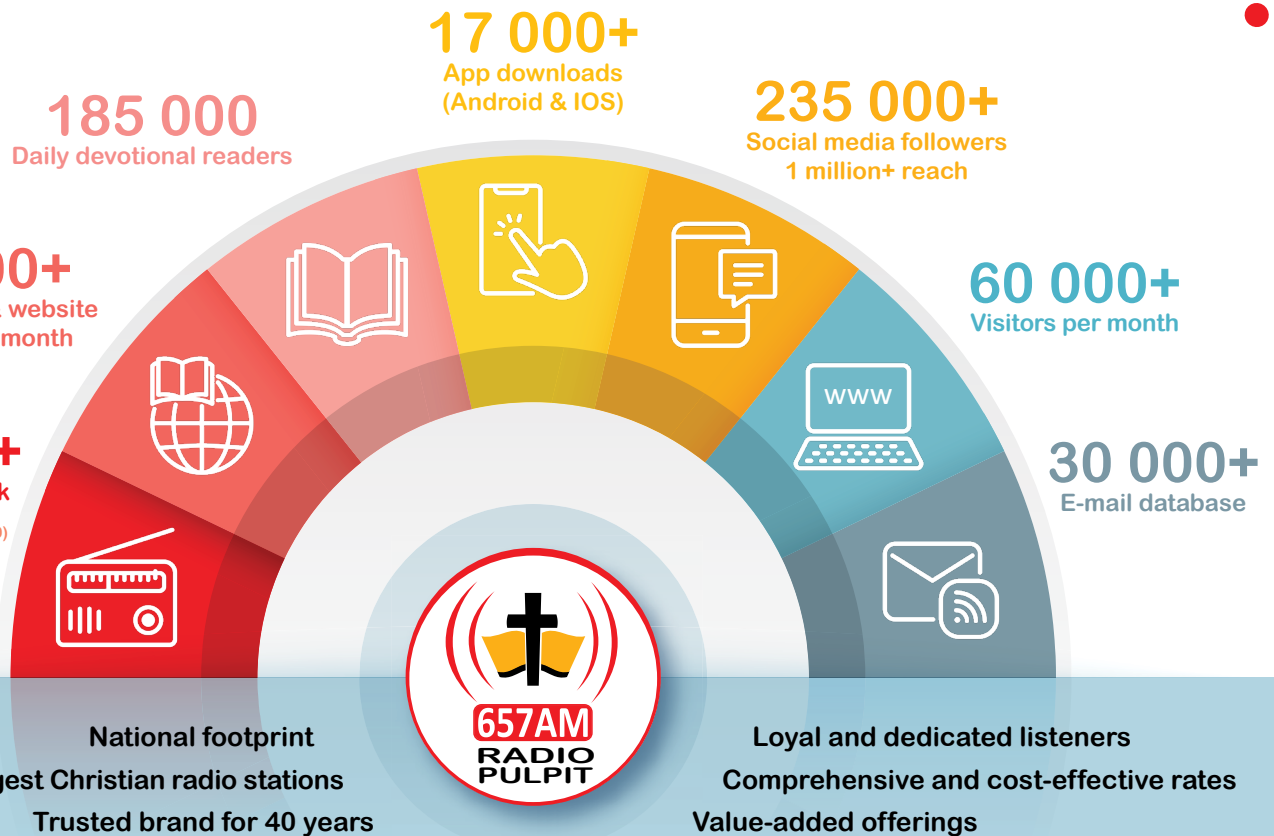


Radio Pulpit

ADVERTISING RATE CARD

2021



Your *daily* companion

Listen to us wherever you go – on our app, website(s) and on radio or tune in to DStv channel 882 or Openview channel 607. Also follow us on social media.



657 AM



www.radiopulpit.co.za
Live Streaming



Radiopulpit



Audio Channel #0607



Radio Pulpit / Radiokansel



@567AM



Audio Channel #882



Google Playstore



Apple App store



RADIO RATES

(All prices are VAT exclusive)

Reach **400 000+** weekly listeners

MONDAY TO FRIDAY					SATURDAY & SUNDAY	
	Generic	Sponsorship: Show	Sponsorship: News/Traffic/Weather/Sport	Interview	Generic	Production Cost
	(rate per 30" spot)	(rate per month)	(rate per month) (incl: opening, closing & 30" spot)	(rate per 5 min)	(rate per 30" spot)	
Early Morning 05:00 - 6:00	R580					
Morning Peak 06:00 - 09:00	R980	R25 500	R16 000	R4 500	R650	1 Voice - R1 500
Daytime 09:00 - 15:00	R750	R18 500		R2 950	R400	2 Voices - R3 000
Afternoon Peak 15:00 - 18:00	R980	R25 500	R16 000	R4 500	R400	
Evening 18:00 - 05:00	R500	R18 500		R2 250	R400	

PACKAGES AT 30% DISCOUNT

Packages (Subject to a 3-month contract)		Actual Cost	Discounted Price
Business Companion 10	10 Spots per month x 3 months 5 x Peak Adverts 3 x Daytime Adverts 2 x Weekday Evening Adverts	R8 150 R4 900 R2 250 R1 000	R5 705
Business Companion 15	15 Spots per month x 3 months 8 x Peak Advert 4 x Daytime Adverts 3 x Weekday Evening Adverts	R12 340 R7 840 R3 000 R1 500	R8 638
Light Comprehensive	5 x Peak Adverts 5 x Daytime Advert 2 x Weekend Advert 1 x AM Peak Interview (5 minutes) 12 Months Business Directory Listing 1 Months WFT Webpage Advert 3 x Facebook Post	R17 950 R4 900 R3 750 R 800 R4 500 R1 500 R2 500 Added value	R12 565
Comprehensive	10 x Peak Adverts 8 x Daytime Adverts 1 x AM Peak Interview (5 minutes) 1 x Daytime Interview (5 minutes) 12 Months Business Directory Listing 1 Months WFT Webpage Advert 3 x Facebook Posts	R27 250 R9 800 R6 000 R4 500 R2 950 R1 500 R2 500 Added value	R19 075



DAILY DEVOTIONAL PUBLICATION RATES

(All prices are VAT exclusive)

Reach **185 000** daily devotional readers

PRINT: 75 000 READERS - DIGITAL: 110 000 READERS PER QUARTER

(All artwork to be supplied by client)

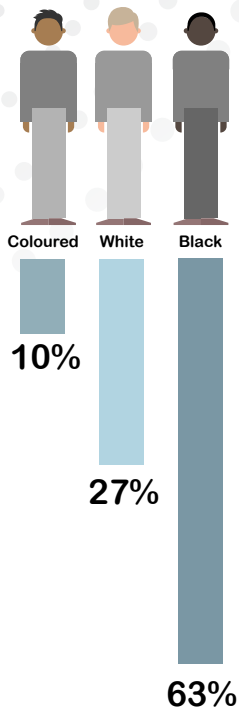
	THE WORD FOR TODAY / DIE WOORD VIR VANDAG	WORD4U2DAY
Inside Front Cover / Inside Back Cover	R13 500	R4 500
Full Page	R10 300	R2 500
Half Page	R 5 100	R1 250
Quarter Page	R 2 400	
Double Page Spread	R17 300	R5 320
Strip Advert	R 750	

AUDIENCE PROFILE

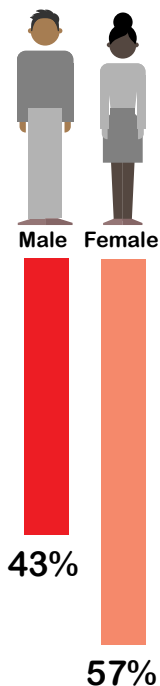
SEM



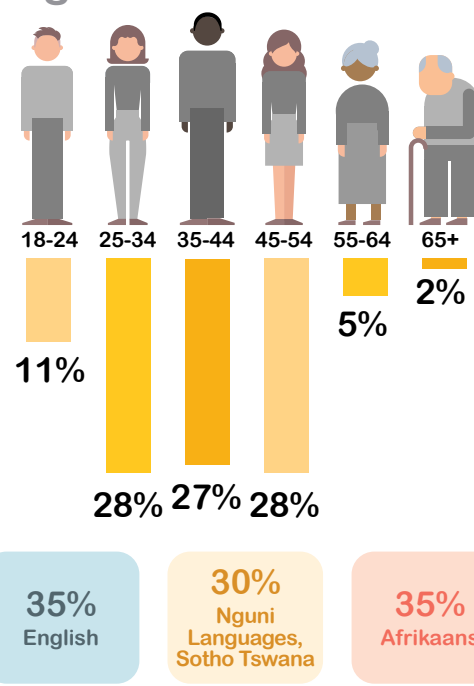
Race



Gender



Age



35%
English

30%
Nguni
Languages,
Sotho Tswana

35%
Afrikaans

DIGITAL RATES

(All prices are VAT exclusive)

Reach **1 000 000+**
per month

WEBSITE

Channel	Type of Advert	Dimensions	Price (Monthly)	Added Value (Monthly)	Design Fee (if applicable)
Radio Pulpit & Radiokansel Websites	Banner - Home Page	1920x400px	R3 000	4 x Facebook Posts	R450 per design
	Square - Home Page	300x300px	R1 000	1 x Facebook Posts + IG	
	Banner - WFT Page	766x180px	R2 500	3 x Facebook Posts	
	Square - WFT Page	300x300px	R2 000	3 x Facebook Posts	
	Banner - Team Page	1920x400px	R1 500	3 x Facebook Posts	
	Banner - Schedule Page	1920x400px	R1 500	3 x Facebook Posts	
	Banner - App Page	766x180px	R1 500	3 x Facebook Posts	
	Ad Space on Programme Page	300x300px	R1 000	2 x Facebook Posts	

APP

Channel	Type of Advert	Dimensions	Price (Weekly)	Added Value (Monthly)	Design Fee (if applicable)
Radio Pulpit App	Mobile App Advert	1586x1586	R750	2 x Facebook Posts	R450 per design

E-MAILER

Channel	Type of Advert	Dimensions	Price (Monthly)	Added Value (Monthly)	Design Fee (if applicable)
E-mailer to Radio Pulpit listeners	E-mailer	640x900 (or longer)	R3 500 for one e-mailer	3 x Facebook Posts	R450 per design

SOCIAL MEDIA

Channel	Details	Dimensions	Price (Monthly)	Added Value (Monthly)	Design Fee (if applicable)
Facebook	Post - Script & Image	1200x628px	Added value to web advert(s)	3 x Facebook Posts	R450 per design
	Facebook slider (5 images)	1080x1080px	Added value to x3 web adverts	Slider	R820 per clip
	Boost your post for 4 days	Must specify audience/ad content	R100 per boost	N/A	N/A
Instagram	Post - Script, Image, #	1080x1080px	Added value to web advert(s)	3 x Facebooks posts	R450 per design

E-DEVOTIONAL MAILER BLOCK ADVERT

Channel	Details	Dimensions	Price (Monthly)	Added Value (Monthly)	Design Fee (if applicable)
e-Devotion e-mailer to subscribers	Ad block on e-Devotion	213x213px	R1 500 for 1 advert, sent three days	N/A	R450 per design

BUSINESS DIRECTORY RATES

(All prices are VAT exclusive)



PACKAGES

(LISTINGS = YEARLY; WEB ADVERTS FOR ONE MONTH; RADIO ADVERTS AND INTERVIEWS ONCE-OFF)

Item	Cost per item	Quantity	PREMIUM	Quantity	GOLD	Quantity	STANDARD
Website home page Block Advert	R1 000	x2 adverts	R2 000	x1 advert	R1 000	0	R0
Website Daily Devotional Page	R2 500	x1 advert	R2 500	x1 advert	R2 500	0	R0
App Advert	R750	x1 advert	R750	0	R0	0	R0
Website App Page	R1 500	x1 advert	R1 500	0	R0	0	R0
Directory Listing	R1 500	x1	R1 500	x1	R1 500	x1	R1 500
Sub Total			R8 250		R5 000		R1 500

ADDED VALUE

Added Value	Quantity	PREMIUM	Quantity	GOLD	Quantity	STANDARD	
Radio Advert (once-off)	R980	x5 adverts	R4 900	x2 adverts	R1 960	x2 adverts	R1 960
Radio Interview (once-off)	R4 500	x1	R4 500	x1	R4 500	0	R0
Added Value Total		R9 400		R6 460		R1 960	

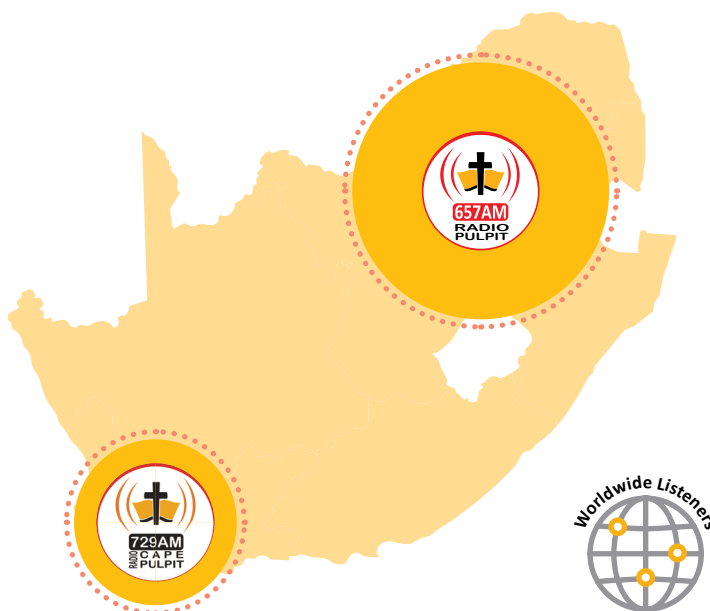
PACKAGE VALUE

Package Value	R17 650	R11 460	R3 460
YOU PAY	R8 250	R5 000	R1 500

RADIO PULPIT...

is an established, reliable and relevant media voice and preferred Christian radio partner in South Africa and beyond. With more than four decades of broadcasting experience, this trusted brand is a welcome voice in households and businesses across the country.

As an agile and fast adaptable media company in the digital era, Radio Pulpit produces and broadcasts radio programmes, supported by publications and digital, social and electronic media. Our multi-lingual listener base of more than 400 000 listeners stretches across generations and includes both a growing local and worldwide audience.



Terms & Conditions

- Rates are based on a 30 second recorded advert and exclude VAT.
- Live read closing adverts carry a 25% surcharge.
- Preferred time booking within a specified hour is subject to a 25% loading fee.
- Rates do not include production fee of the advert. Speak to a consultant about the different options available for advert production.
- The format of the opening billboard must be as follows: This news bulletin/traffic report, etc. is sponsored by ... (sponsor's name)
- All opening billboards allow for 10 words following the sponsor's name.
- Sponsorships subject to availability - speak to a consultant about the available slots.
- Interview rates are based on one interview broadcast with a maximum duration of 5 minutes.
- Clients need to supply 5 interview questions to the consultant at least 24 hours prior to the scheduled recording.
- All interview broadcasts are subject to availability and approval by management.

Radio Pulpit is a trusted brand with four decades of broadcasting experience - the preferred Christian radio partner in South Africa and beyond.