



Advertising Rate

Email sales: airtimesales@pefm.co.za or tharina@pefm.co.za
 Contact office on: 041 364 3496

PEFM 87.6 Is a Christian Community Radio Station broadcasting from Port Elizabeth. It is the perfect platform to reach an audience of the Nelson Mandela Bay, Jeffreys Bay, Humansdorp, Stormsrivier, Uitenhage and Colchester. We broadcast Gospel music, news, weather and talk shows. Languages are: Afrikaans 50 % English 40%, and isiXhosa 10%.
 Through audio streaming PEFM 87.6 can be heard worldwide.

Morning & Drive Monday to Sunday	Hours of Light Monday to Sunday	Unwind Time Monday to Sunday	Xhosa Drive Monday to Sunday
Time slot: 06:00 – 09:00 & 15:00-18:00	Time slot: 09:00–12:00 & 12:00-15:00	Time slot: 18:00-21:00	Time slot: 21:00 to 24:00
R330	R250	R210	R150

<u>Different format for adverts</u>	Cost
Live Read <ul style="list-style-type: none"> • A Live Read is read by the presenter in the studio on-air. • Script less than 80 words • Script per language • Live reads carry an extra 20% loading fee per spot 	R 400
Recorded Read (per language) <ul style="list-style-type: none"> • A script is recorded using a professional voice over. • Includes script writing of the live reads • One recorded read • Recorded Read takes 2- 5 days 	R700
Fully Recorded Ad (per language) <ul style="list-style-type: none"> • A fully recorded advert includes, script, pre-recorded music or sound effects and up to 2 voice overs. • Fully recorded ad takes 5- 10 working days. 	R2 000

PLEASE NOTE:

- Rates based on a 30 second generic advert/ or live read
- Prices exclude the production cost of an advert or script.
- Live reads carry an extra 20% loading fee.
- Acceptable format for submission of own ad: CD audio, MP3, WAV or Live Read



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Advertising Option available	Cost
Interview or Crossover <ul style="list-style-type: none"> • 3 - 5 minute • 5 - 7 minute • 10 -12 minute Client contributes fully to the content of the interview or cross over Interview can be live in studio or telephonically or pre-recorded.	R1 200 R2 000 R3 000
Full Sponsorship 10 to12 minutes Client contributes partly or fully to the content of the programme. Example: Travel programme, Book programme Includes opening and closing billboards plus one 30 seconds advert One song in between the 12 minutes PEFM reserves the final decision over quality control. <u>Available for a minimum period of 3 months.</u>	R 1 000 Per programme
Billboard Sponsorship Client does not contribute to the content of the programme. Includes opening and closing billboards plus one 30 seconds advert <u>Available for a minimum period of 3 months.</u>	R 300 Per sponsorship
News & Weather Sponsorship Includes opening and closing billboards plus one 30 seconds advert Cost is per bulletin or weather forecast. <u>Available for a minimum period of 3 months.</u>	R 300 Per bulletin
Crossover Broadcast at Venue The 3 hours includes the presenter, sound equipment & music with 4 telephonic crossovers from studio to advertiser. Includes 15 promo adverts to promote crossover broadcast and event.	R9 000
Outside Broadcast 3 hours Outside broadcast crew & equipment at venue, Plus 20 promo ads to promote outside broadcast and event. Publicity during the outside broadcast includes free promotional interviews & promotion of special offers. Booking 1 month in advance.	R12 500
Competitions 5 minutes promotion includes Pre-Publicity during the show. 2 x competition mentions before and after competitions. Description of prize. Winner draw and announcement on air.	R1 200

PLEASE NOTE:

- The above rates exclude Agency commission fees.
- Billboard advert – 10 -15 seconds. 20- 30 words.
- The making of an advert or script writing is a once off cost,
- Unless ads are amended or changed completely there can be additional extra cost.
- Please note that the prices stipulated above are subject to change at the discretion of PEFM 87.6.
- We will not be held accountable for any miscommunication aired due to incorrect ad's being submitted to us or incorrect terminology used.
- PEFM reserves the final decision over quality control.
- Adverts will only be aired once proof of payment is received.
- Terms and Conditions apply.
- **All Price exclude Agency Commission.**
- **PLEASE NOTE WE NOT VAT REGISTERED**

Contact us for an obligation-free quotation.