



Covid-19

ASSISTANCE PACKAGE

Small Business Packages

We put together special advertising packages that will offer small businesses much needed exposure on all our platforms



Small Business Hour interview

These pre-recorded segments will be played during our business hour show time slot, to give you and your company the exposure it deserves in the hopes to draw in customers from our listeners. More people are listening to LM Radio now more than ever so it's time to take advantage of that.



Radio ads

Pre-recorded ads are played in between music and news broadcasts. Our production team works closely with you and your marketing team to ensure that the messaging for your advert is spot on. By creating memorable adverts, you're able to solidify your brand's message with your target market.

Our Radio reach: 250 000



Facebook post

Our Facebook page has a whopping 65 000 followers which means that our social presence is quite strong. By putting your company on our Facebook page, you're not only being made visible on a different platform but you're also able to engage directly with the public about your post.

Our Facebook reach: Over 65 000 followers



Business Directory on our app

With over 10 500 listeners per day on the LM Radio App, more people are turning to their mobiles as a way to connect with the outside. Most importantly, our business directory helps listeners connect with ads and interviews they've heard on air and provide them with an easy way to contact you.

Our App reach: Over 10 500 app listeners per day



Website banners

Our website receives over 110 000 visitors per month. A website banner means your name and logo is displayed on our site and if users want to learn more, they can click on the banner which will redirect them to your website or online shop.

Our Website reach: Over 110 000 page views per month

Package 1

R7500 per month



1 Small Business Hour interview per month



1 Facebook post per month



A website banner with 2500 impressions



1 radio ad per day (Any time slots)



A listing on the Business Directory on our app

Package 2

R15000 per month



2 Small Business Hour interviews per month



2 Facebook posts per month



A website banner with 5000 impressions



2 radio ads per day (Any time slots)



A listing on the Business Directory on our app

Package 3

R22000 per month



3 Small business hour interviews per month



4 Facebook posts per month



A website banner with 7500 impressions



4 radio ads per day (2 ads during prime time slots + 2 ads during any time slots)



A listing on the Business Directory on our app



Terms & Conditions

General

- This rate card is effective 28 February 2018 and supercedes any other rates.
- This rate card is in South African Rand and excludes VAT.
- Rates include standard agency commission. Commission and discounts/value add will be shown on the booking form. Note that special packages and promotions exclude agency commission.
- This rate card is for the information of advertisers and advertising agencies. It does not constitute an offer by LM Radio.
- LM Radio will issue a confirmation of booking orders placed for advertising time to verify the commercials booked. Unless written notice to the contrary is received within two working days, the order confirmation will be deemed correct.
- Should booked spots not be flighted on the station for any reason, compensation will be given in airtime. No credits will be passed nor will any refunds be made.
- The advertiser or advertising practitioner indemnifies LM Radio for any damages or claims that may result from any advertisements placed on LM Radio.
- All orders for advertising shall be accompanied by an "official" order together with the name of the responsible person and contact telephone number and email address.
- Payment terms are by arrangement with the advertiser/agency and subject to credit approval.
- Advertising booked and paid for outside of South Africa requires payment before the commercial is flighted.

Commercial Content / Loading

- Advertising spots may be purchased without surcharge, subject to availability, by specific hour.
- Advertising spots requested for flighting in a preferred advertising break, will be flighted subject to availability and will carry a 25% surcharge over and above the rate card.
- Break exclusivity carries a 50% surcharge.
- Break and preferred time exclusivity carries a 75% surcharge.
- "Live Reads" carry a 50% surcharge and are subject to availability.
- All rates are quoted in Rand and are based on a 30 second spot.
- Rates for sponsorship or features are available on request.
- All sponsorships non-generic advertising and promotions are based on the current rate card.

Annual Commitment Incentives

All annual volume incentives require the recipient's written approval. Should the client/agency not respond in writing within 10 working days of receipt of the incentive letter, the incentive is deemed accepted and implemented as proposed.

Cancellation

Requests to cancel airtime bookings shall be submitted to LM Radio in writing no later than 28 days prior to the scheduled broadcast date. Any booking cancelled within the 28 days, but no later than 14 days prior to scheduled broadcast, will attract a 50% penalty. No credit or refund will be made for cancelled bookings less than 14 days prior to the scheduled broadcast date. Any booking on long term contract that is cancelled will attract a cancellation fee equal to 50% of the outstanding contract.

Advertising Material

- The language for advertising is English except for Mozambique which may be English or Portuguese.
- The deadline for advertising material is 5 working days prior to broadcast, except scripts for live reads which shall be supplied not less than 2 full working days prior to flighting.
- Recorded material shall be provided on Audio CD or by electronic mail in 256kb Mpeg layer 2 or WAV format at 44.1 kHz sample rate. No padding or ID3 Tags. Material may also be supplied in AAC or HE-AAC at 128kb/s. Note that low bit rate MP3 format is not suitable for broadcasting.
- Live Read copy shall be grammatically correct and shall be delivered by secure email or hand delivered to the station. All material shall comply with any legal requirements under which LM Radio operates.
- LM Radio reserves the right to edit or reject any copy which does not meet the station editorial standards or legal requirements.

Featured Sponsorship Terms

- A feature sponsorship consists of an Opening Billboard (OBB) or Closing Billboard (CBB) plus a generic spot and is costed as as 2 x 30" spots in the applicable time band.
- A feature carries a loading of 30%.
- All OBB's allow for 10 words following the sponsor's name.
- Live Read commercials, as part of a feature sponsorship, will carry an additional 60% surcharge.
- Subject to availability at time of booking and broadcast.
- Broadcast sequence differs according to station programming format, e.g. OBB, Feature, Generic spot.
- Station Programming reserves the right to change the timing and format of a sponsorship.
- Station Programming reserves the right to cancel certain sponsorships on Public Holidays.
- Features are only available on full footprint including Mozambique.



If you want to reach a lot of people without busting your budget, it's time to start advertising with LM RADIO.

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