



CENTRAL RADIO

TIME BANDS	
PLATINUM	0600-0900HRS 1200-1500 HRS 1700-2000 HRS
GOLD	0900-1200 1500-1700 HRS
DIAMOND	2000-0000 HRS
SILVER	0000-0600 HRS

RADIO SPOT RATES excl vat											
SEGMENT	60 sec	55 sec	50 sec	45sec	40sec	35sec	30sec	25sec	20sec	15sec	10sec
PLATINUM	20	18	17	15	13	12	10	8	7	5	3
GOLD	18	16	15	13	12	10	9	7	6	4	3
DIAMOND	15	14	13	11	10	9	8	6	5	4	3
SILVER	14	12	11	10	9	8	7	6	5	3	2

SPONSORED PROGRAMS					
SEGMENT	60 min	30 min	15 min	10 min	5 min
AD TIME	10min	5min	2.5min	2min	1min
PLATINUM	133	67	33	27	13
GOLD	117	58	29	23	12
DIAMOND	100	50	25	20	10
SILVER	90	45	22	18	9

PRODUCTION RATES FOR SPOT ADVERTS	
PRODUCTION	33
TRANSFER	11

INFORMERCIALS									
SEGMENT	60 min	30 min	20 min	15 min	10 min	5 min	2.5 min	2 min	
PLATINUM	304	152	101	76	53	27	17	13	
GOLD	228	114	76	57	40	20	13	11	
DIAMOND	114	57	38	29	20	10	7	5	
SILVER	57	29	19	22	10	5	3	3	