



KHULUMANI FM

| 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 | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | |
| KHULUMANI FM | 60SEC | 55SEC | 50SEC | 45SEC | 40SEC | 35SEC | 30SEC | 25SEC | 20SEC | 15SEC | 10SEC | | | |
| PLATINUM | 33.33 | 30.56 | 27.78 | 25.00 | 22.22 | 19.44 | 16.67 | 13.89 | 11.11 | 8.33 | 5.56 | | | |
| GOLD | 29.17 | 26.67 | 24.17 | 21.67 | 19.44 | 16.94 | 14.44 | 11.94 | 9.72 | 7.22 | 4.72 | | | |
| DIAMOND | 25.00 | 22.78 | 20.83 | 18.61 | 16.67 | 14.44 | 12.50 | 10.28 | 8.33 | 6.11 | 4.17 | | | |
| SILVER | 22.50 | 19.06 | 18.61 | 16.67 | 15.00 | 13.06 | 11.11 | 9.17 | 7.50 | 5.56 | 3.61 | | | |

| SPONSORED PROGRAM | 60 MIN | 30 MIN | 15 MIN | 10 MIN | 5 MIN |
|-------------------|--------|--------|--------|--------|-------|
| ADVERTISING TIME | 10.00 | 5.00 | 2.50 | 2.00 | 1.00 |
| PLATINUM | 133.33 | 66.67 | 33.33 | 26.67 | 13.33 |
| GOLD | 116.67 | 58.33 | 29.11 | 23.33 | 11.67 |
| DIAMOND | 100.00 | 50.00 | 25.00 | 20.00 | 10.00 |
| SILVER | 90.00 | 45.00 | 22.44 | 18.00 | 9.00 |

Production Rates for Spot Adverts

| | |
|----------------|-------|
| Radio | 17.78 |
| Radio Transfer | 4.44 |

| INFORMERCIALS | 60 MIN | 30 MIN | 20 MIN | 15 MIN | 10 MIN | 5 MIN |
|------------------|--------|--------|--------|--------|--------|-------|
| ADVERTISING TIME | 304.44 | 152.22 | 101.44 | 76.11 | 53.33 | 26.67 |
| GOLD | 228.33 | 114.11 | 76.33 | 57.22 | 40.00 | 20.00 |
| DIAMOND | 114.44 | 57.22 | 38.11 | 28.56 | 20.00 | 10.00 |
| SILVER | 57.22 | 28.56 | 19.22 | 14.44 | 10.00 | 5.00 |