



ZBC Pockets Hill, P O Box HG 444, Highlands, Harare
 Telephone: 04- 498 980. email: marketing@zbc.co.zw

NATIONAL FM

NATIONAL FM	
PLATINUM	0600 - 0900HRS 1700 - 2000
GOLD	0900 - 1200 1500 - 1700HRS
DIAMOND	2000 - 000HRS
SILVER	000HRS - 0600HRS

NFM SPOT RATES RATES ARE IN USD VAT EXCLUSIVE

NFM SPOT RATES	60 sec	55 sec	50 sec	45 sec	40 sec	35 sec	30 sec	25 sec	20 sec	15 sec	10 sec
PLATINUM	68.81	63.08	57.34	51.61	45.88	40.14	34.41	28.67	22.94	17.20	11.47
GOLD	36.00	33.00	30.00	27.00	24.00	21.00	18.00	15.00	12.00	9.00	6.00
DIAMOND	28.80	26.40	24.00	21.60	19.20	16.80	14.40	12.00	9.60	7.20	4.80
SILVER	27.20	24.93	22.67	20.40	18.13	15.87	13.60	11.33	9.07	6.80	4.53

SPONSORED PROGRAMS

NFM	60 MIN	30 MIN	20 MIN	15 MIN	10 MIN	5 MIN
ADVERTISING TIME	10 Minutes	5 Minutes	3 Minutes	2.5 Minutes	1 Minute	30 Seconds
PLATINUM	681.60	340.80	227.20	170.40	113.60	56.80
GOLD	360.00	180.00	120.00	90.00	60.00	30.00
DIAMOND	272.80	136.40	90.93	68.20	45.47	22.73
SILVER	256.00	128.00	85.33	64.00	42.67	21.33

INFOMERCIALS	60 min	30 min	20 min	15 min	10 min	5 min	2.5 min	2 min
NFM								
PLATINUM	1,875.43	937.72	625.14	468.86	312.57	156.29	78.14	62.51
GOLD	1,250.29	625.14	416.76	312.57	208.38	104.19	52.10	41.68
DIAMOND	729.33	364.67	243.11	182.33	121.56	60.78	30.39	24.31
SILVER	656.40	328.20	218.80	164.10	109.40	54.70	27.35	21.88

Production Rates For Spot Adverts	
Radio	300.00
Radio Trans	30.00