



ZBC Pockets Hill, P O Box HG 444, Highlands, Harare
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TELEVISION

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TV SPOT RATES RATES ARE IN USD VAT EXCLUSIVE											
TELEVISION	60 sec	55 sec	50 sec	45 sec	40 sec	35 sec	30 sec	25 sec	20 sec	15 sec	10 sec
PLATINUM	172.80	158.40	144.00	129.60	115.20	100.80	86.40	72.00	57.60	43.20	28.80
GOLD	144.00	132.00	120.00	108.00	96.00	84.00	72.00	60.00	48.00	36.00	24.00
DIAMOND	86.40	79.20	72.00	64.80	57.60	50.40	43.20	36.00	28.80	21.60	14.40
SILVER	77.95	71.42	64.94	58.46	51.94	45.50	38.98	32.45	25.97	19.49	12.96

PLATINUM	NEWS 1930HRS- 2130HRS
GOLD	NEWS 1730HRS-1930HRS 2130HRS-2300HRS 0600-0800HRS
DIAMOND	NEWS 1300HRS - 1400HRS
SILVER	0800 - 1300HRS 1400 - 1730HRS 2300 - 0600HRS

SPONSORED PROGRAMS

TELEVISION	60 MIN	30 MIN	20 MIN	15 MIN	10 MIN	5 MIN
AD TIME	10 Minutes	5 Minutes	3 Minutes	2.5 Minutes	1.5 Minute	30 Seconds
GOLD	1,752.00	876.00	584.00	438.00	292.00	146.00
DIAMOND	915.80	457.90	305.27	228.95	152.63	76.32
SILVER	694.48	347.24	231.49	173.62	115.75	57.87

Production Rates For Spot Adverts	
Television	800.00
TV Trans	30.00

INFOMERCIALS

TELEVISION	60 min	30 min	20 min	15 min	10 min	5 min	2.5 min	2 min
GOLD	3,864.00	1,932.00	1,288.00	966.00	644.00	322.00	161.00	128.80
DIAMOND	2,769.60	1,384.80	923.20	692.40	461.60	230.80	115.40	92.32
SILVER	1,598.40	799.20	532.80	399.60	266.40	133.20	66.60	53.28