

Station Profile and General Information

Name: Radio Khaltsha

Frequency/streaming link: 97.1fm: (www.radiokhaltsha.listen2myshow.com)

Language Medium: Xhosa and English

Broadcast Times: 24 hours

Target audience: Between the ages of 6 – 80 years depending on the specific programme.

Format: Music, talk and news

Basic rates: Rates are quoted for 30 or 60 second advertisements

Listenership: 156670+ independent surveys

Booking deadlines: Seven days prior to broadcast (special deadline facilities available)

Material required: CD, USB DRIVE or MP3 (sent via email)

Cancellation: 14 days written notice required 10% thereafter

Restrictions: Alcohol and tobacco

Coverage: Greater Khayelitsha & surrounds, Mfuleni, Macassar

Internationally via online streaming

Advertising Rates for Recorded ads (per 30/60 second spot)

Times	Mon-Fri	Sat- Sun
09h00-10h00	*****	R 149.00
10h00-12h00	R 249.00	R 199.00
12h00-15h00	R 299.00	R 249.00
15h00-18h00	R 385.00	R 299.00
18h00-19h00	R 249.00	R 249.00
19h00-20h00	R 199.00	R 249.00
20h00-22h00	R 299.00	*****
22h00-00h00	R 195.00	*****

Radio advertising is a powerful way of reaching consumers in your local areas and even on a National level. Even though 30 or 60 seconds might not seem like much time to get a Marketing message across to a listening audience, this format can be used with success.

Please note that the rate card is a guide, we will work out a package that suits you and your business.

For more information please do not hesitate to contact Mzuvukile

Email: Radiokhaltshasales@gmail.com

Additional information

Why Advertise on Radio Khaltsha?

- We are a not-for-profit Community project, broadcasting on FM, with any profits going to the station's maintenance and community benefit.
- All staff and radio professionals are unpaid volunteers
- As a community FM radio station we can acknowledge your support on air in a number of ways, from overall project sponsorship, to sponsorship of individual programmes or just advertising your company or products.
- You can use this opportunity to boost your local community profile

Show & feature sponsorship - prices on application

- Individual shows can be sponsored by a single company

Companies who have advertised with us

- [Dlakavu Attorneys](#) (based in Khayelitsha)
- Lizo's Willard battery Shop (based in Khayelitsha)
- Ta Bongs Driving School

On Air Sponsorship / Paid Airtime/Social media ad

Whatsapp Profile picture

Own design (no design=R50)

- Monday-Friday -R199 (R600pm)
- Saturday-Sunday R149 (R500pm)

Interviews / talk show

- 5 minutes = R200.00 The time booked for a live interview
- 5 Minutes (primetime) = R249.00
- 10 minutes = R299.00
- 15 minutes = R599.00
- 30 minutes = R1,500.00
- 1 hour talk show = R2,500.00

Outside Broadcasts

- 3 hour broadcast = R12,500.00 (Interviews, competitions, announcements, two adverts per hour and a opening and closing billboard)

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Campaigns under R 10 000 are payable upfront. Campaigns over R 10 000 require a 50% deposit and balance at 30 days.

Khavelitsha has a very young population with fewer than 7% of its residents being over 50 years old and over 40% of its residents being under 19 years of age and has an estimated population of over 391 749 people.

Age Group:

15 and under years	2.86% of listeners
16-25 years	28.57% of listeners
26-35 years	48.57% of listeners
36-40 years	17.14% of listeners
41-50 and above	2.86% of listeners

Male/ Female Listeners:

Male	59% of listeners
Female	41% of listeners

Top Programmes

<i>Weekdays</i>	
Amazwi'enkuthazo (10am-12pm)	9.14% of listeners
Hip Hop Show (12pm-3pm)	21.43% of listeners
PM Drive (3pm-6pm)	7.14% of listeners
Power Hour (6pm-7pm)	4.14% of listeners
Gospel Hour (7pm-8pm)	10.71% of listeners

<i>Weekends</i>	
iQonga'labatsha (4pm-7pm)	17.86% of listeners
Phesheya Kwenciba (2pm-4pm)	14.29% of listeners
eZak'dala (7pm- 9pm)	14.29% of listeners