



## RATE CARD

WE 106.3 FM STANDARD RATE CARD  
Effective 01 NOVEMBER, 2017

**TIME****WE FM**Category A  
(Prime time)

5AM – 11PM

ALCOHOL

8PM-3AM

POLITICAL

5AM – 11AM

**SPOT RATE****TIME****WE FM**

60"

45"

30"

15"

10"

PRIME TIME

9,000

7,500

5,500

4,000

3,000

WKND

7,000

5,600

4,700

3,500

2,500

POLITICAL/ALCOHOL

50%

## SPONSORED PROGRAMME

TIME	WE FM					
	60'	45'	30'	15'	10'	5'
PRIME TIME	150,000	115,000	90,000	60,000	45,000	30,000
WEEKEND RATES	65,000	55,200	40,000	23,230	15,400	20,100

Alcohol / Political: 25% Surcharge

## PAID ANOUCNEMENT /CSR/ PSA

TIME	WE FM			
	1 – 25 words	1 – 50 words	1 – 75 words	1– 100 words
PRIME	4,200	7,100	7,300	11,200
POLITICAL	5,000	8,000	9,200	12,000

## HYPE

Categories	Amount	Time
Primetime	25,000	1 Minute

## NEWS PLACEMENTS

Categories	Amount
Mention	35,000
Coverage	100,000
Sponsorship	60,000
Traffic Updates	15,500 per update

## LIVE APPEARANCES

Duration	Categories A,B & D1	Other Categories
10'	70,000	
15'	90,000	
30'	140,000	
45'	165,000	
60'	225,000	

Political : 100% surcharge

## STUDIO CHARGE

TIME	WE FM
Complete Jingle	30,300
Voice over only	14,300
Record CD OR DAT	11,300
Studio bookings per hour + production	15,300

## SPECIAL COVERAGE

TIME	WE FM
Sports up--date (2mins)	7,000
Time check (2mins)	3,000
Weather report (2mins)	7,000
Finance update (2mins)	7,000
Traffic report (2mins)	7,000
Information update (2mins)	10,000
Customized update(2mins)	10,000
Live Broadcast (Per hour)	100,000 Negotiable

All political jingles & announcement attract a 100% surcharge

### INFORMERCIAL (6 Slots per day)

TIME	WE FM
5'	75

Alcohol/Political 25% surcharge

### SURCHARGES

	WE FM
Mixed time spot	+50%
Program displacement	100%
Intra program spot	50%
Mid program spot	50%
News adjacency	50%
Branding fee	
Independent production	10%

### VOLUME DISCOUNT

1,000,000 and above	5%
700,000 and above	4%
450,000 - 699,999	3%
250,000 – 449,999	2%
100,000 – 249,999	1%

## COMMISSION

AAPN Registered Agencies	15%
Others	10%

## TERMS & CONDITIONS

payable will be as per the prevailing rates as issued by the respective professional bodies, and in line with IBAN guidelines.

every three hours except weekends


## CONTACT US

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