



NAMIBIAN BROADCASTING CORPORATION
RADIO RATE CARD: VALUE ADDED TAX (VAT) 15%

Radio Services
N\$ 1 = R 1

			National		Oshiwambo		Damara>Nama		Otjiherero		Afrikaans		Rukavango		Caprivi		Setswana		German		'Ha!	
			EXCL	INCL	EXCL	INCL	EXCL	INCL	EXCL	INCL	EXCL	INCL	EXCL	INCL	EXCL	INCL	EXCL	INCL	EXCL	INCL	EXCL	INCL
1	06:00 - 09:00	Mon - Fri	390	449	198	228	119	137	96	111	132	152	112	129	92	106	55	63	80	92	55	63
2	09:00 - 11:00	Mon - Fri	265	305	179	205	113	129	87	100	127	146	99	114	83	95	36	41	68	78	36	41
3	11:00 - 12:00	Mon - Fri	150	172	143	164	86	99	67	77	101	116	76	87	63	73	28	32	52	60	28	32
4	12:00 - 14:00	Mon - Fri	390	449	198	228	119	137	96	111	132	152	112	129	92	106	55	63	80	92	55	63
5	14:00 - 15:00	Mon - Fri	265	305	179	205	113	129	87	100	127	146	99	114	83	95	36	41	68	78	36	41
6	15:00 - 16:00	Mon - Fri	150	172	143	164	86	99	67	77	101	116	76	87	63	73	28	32	52	60	28	32
7	16:00 - 19:00	Mon - Fri	390	449	198	228	119	137	96	111	132	152	112	129	92	106	55	63	80	92	55	63
8	19:00 - 21:00	Mon - Fri	265	305	179	205	113	129	87	100	127	146	99	114	83	95	36	41	68	78	36	41
9	21:00 - 06:00	Mon - Sun	150	172	143	164	86	99	67	77	101	116	76	87	63	73	28	32	52	60	28	32
10	06:00 - 09:00	Saturday	390	449	198	228	119	137	96	111	132	152	112	129	92	106	55	63	80	92	55	63
11	09:00 - 13:00	Saturday	265	305	179	205	113	129	87	100	127	146	99	114	83	95	36	41	68	78	36	41
12	13:00 - 19:00	Saturday	390	449	198	228	119	137	96	111	132	152	112	129	92	106	55	63	80	92	55	63
13	19:00 - 21:00	Saturday	265	305	179	205	113	129	87	100	127	146	99	114	83	95	36	41	68	78	36	41
14	06:00 - 09:00	Sunday	390	449	198	228	119	137	96	111	132	152	112	129	92	106	55	63	80	92	55	63
15	09:00 - 13:00	Sunday	265	305	179	205	113	129	87	100	127	146	99	114	83	95	36	41	68	78	36	41
16	13:00 - 19:00	Sunday	390	449	198	228	119	137	96	111	132	152	112	129	92	106	55	63	80	92	55	63
17	19:00 - 21:00	Sunday	365	420	179	205	113	129	87	100	127	146	99	114	83	95	36	41	68	78	36	41
	Blitz		11,863	13,642	6,905	7,941	4,214	4,846	3,348	3,850	4,730	5,440	3,861	4,440	3,196	3,675	1,692	1,946	2,711	3,117	1,692	1,946
	Drive Time		5,850	6,728	2,970	3,416	1,782	2,049	1,445	1,662	1,980	2,277	1,683	1,935	1,386	1,594	828	952	1,206	1,387	828	952
	Budget		2,243	2,579	2,139	2,460	1,294	1,488	1,001	1,151	1,518	1,746	1,139	1,309	949	1,091	414	476	776	893	414	476
	TAP		23,725	27,284	13,810	15,882	8,427	9,691	6,696	7,701	9,460	10,879	7,722	8,880	6,391	7,350	3,384	3,892	5,421	6,234	3,384	3,892

RADIO NEWS SLOTS

07:00	News	Mon - Fri All Services
07:30	News Headlines	Mon - Fri All Services
08:00	News	Mon - Fri All Services All Services
11:00	News	Mon - Fri All Services
13:00	News	Mon - Fri All Services All Services
16:00	News	Mon - Fri All Services
18:00	News Headlines	Mon - Fri All Services
19:00	News	Mon - Fri All Services All Services
21:00	News	Mon - Fri (National, nationwide)

All radio rates are based on 30-seconds, longer/shorter commercials are pro rata 30" rate (Not applicable to programme sponsorships)
 NEWS (Ads with news(just after bulletins) at 1.5x Segment Rate)
 NOTE: Sponsorships are available in most programmes on all radio services of the NBC (Detail available upon request)

LIVE READS @ N\$ 210 at any time zone (VAT incl) Script of 90 words maximum
TRANSLATION @ n\$ 130 (VAT incl)

Radio Production rates are available on request. Contact Details:
 Mr Dave Webster:
 Tel: (09 264 61) 291 3127
 Fax:(09 264 61) 215767
 E-mail: dwebster@nbc.com.na

Sponsorships: (News, Weather, Sports, Traffic Report & Financial Indicators)

- 3min** - Segment rate * 1.5 top and tail + 1 advert minimum 30 & maximum 45-seconds
- 5min** - Segment rate * 2.0 top and tail + 1 advert minimum 30 & maximum 45-seconds
- 10min** - Segment rate * 2.5 top and tail + 2 adverts minimum 30 & maximum 45-seconds
- 15min** - Segment rate * 2.7 top and tail + 2 adverts minimum 30 & maximum 45-seconds
- 30min** - Segment rate * 3.0 top and tail + 3 adverts minimum 30 & maximum 45-seconds
- 45min** - Segment rate * 3.5 top and tail + 4 adverts minimum 30 & maximum 45-seconds
- 60min** - Segment rate * 3.7 top and tail + 5 adverts minimum 30 & maximum 45-seconds

Blitz - 56 ads, 1 played every second hour for seven days. Client pays for five days and gets two days free.
Drive time - 21 ads, played @ 07:00, 13:00, 17:00 for the price of 15
Budget - 21 cheapest slots for the price of 15
TAP - 105 ads, 1 played every hour. Client pays for five days and gets two days free
Introduce seasonal specials

LIVE OUTSIDE BROADCAST

3xConsecutive Hours (incl. Opening & Closing Billboard, Mentions during program, 25 live Reads, 5-min interview - N\$ 8,444-45(incl vat)
 2xConsecutive Hours (incl. Opening & Closing Billboard, Mentions during program, 10 live Reads, 3-min interview - N\$ 6,900-00(incl vat)
 2xConsecutive Hours (incl. Opening & Closing Billboard, Mentions during program, 10 live Reads, 3-min interview - N\$ 6,900-00(incl vat)
 1xConsecutive Hours (incl. Opening & Closing Billboard, Mentions during program, 5 live Reads,- N\$ 4,600-00(incl vat)
 For Live Broadcast outside Windhoek, rates to be supplied

COMBINED RADIO & TV OUTSIDE BROADCAST
 Price on Application.
 OB will be live on Radio with promotions on TV as per supplementary rate card.

NAMIBIAN BROADCASTING CORPORATION
TV RATE CARD: VALUE ADDED TAX (VAT) 15%



Television Services
N\$ 1 = R 1

Zone	Time	30" VAT EXCL	VAT INCL
T0	06:00 - 16:40 (Mon - Fri) GMN; CNN; Sport; Comedies Soapies; Education; Youth Entertainment	1286	1479
T1	16:40 - 19:30 Generations Indigenous News	2445	2812
T2	19:30 - 22:00 Local Current Affairs; Magazines Documentaries	4165	4790
T3	19:00:00 PM English News	5581	6418
T4	22:00 - 24:30 News; Bold & Beautiful Movies	1402	1612
T5	22:00 English News Repeat	2655	3054
T8	24:00 - 06:00 Comedies; Cultural; CCTV; BBC World Health Fitness	1286	1479
T9	06:00 - 18:00 (Sat - Sun) OMNIBUS: Bold & Beautiful; Generations; Sport; News; Movies	1286	1479

All rates based on 30"

**Specific TV Ad breaks are available at 1.5 x Segment Rate
 *TV Clock: 1x10" before 20:00 and 22:00 NEWS only
 *TV Clock; Weather; Financial Indicators;
 International Events - **Tendered**

Booking Requirements

Medium	Booking	Material
Radio	7 days	7 days
Television	5 days	5 days

Material Requirements

Radio	Television
(i) 1 copy of script (ii) PRS Details (iii) 1/4" Open reel tape(19/38cm/sec),	(i) 1 copy of script (ii) PRS Details (iii) 1x Betacam SP (Metal Beta) Dolby off Digital Audio Tape(DAT) or CD

- Billboards: Based on the prevailing rate card. Durations shorter than 30" will be calculated weighted to the 30" rate.
- Stings: Based on the prevailing rate card. Durations shorter than 30" will be calculated weighted to the 30" rate.
- Static Corner Logo: Based on prevailing rate card and charged at 2.5% of the 30" rate.
- Animated Corner Logo: Based on prevailing rate card and charged at 5% of the 30" rate.
- Squeezeback: Based on the prevailing rate card. Durations shorter than 30" will be calculated weighted to the 30" rate plus 15% loading.
- Crawler: Based on the prevailing rate card. Durations shorter than 30" will be calculated weighted to the 30" rate plus 10% loading.
- Lower Third: Based on the prevailing rate card. Durations shorter than 30" will be calculated weighted to the 30" rate.
- Virtual Branding: Based on the prevailing rate card. Durations shorter than 30" will be calculated weighted to the 30" rate plus 20% loading.
- Promos: Priced at 50% of the prevailing rate card.
- Sponsor's Own Promo (30" + 10" Tag): Priced at 75% of the prevailing rate card.
- Passive Product Placement: Based on the prevailing rate card and is priced per moment / sequence and not per second.
- Active Product Placement: Based on the prevailing rate card plus 100% loading and is priced per moment / sequence and not per second.
- Story Line Integration: P.O.A.
- Category Exclusivity: May be secured by the client and is charged at 25% of the net sponsorship fee.

Notes

1. All contracts are subject to the provisions of the Namibian Broadcasting Act No. 9 of 1991, the Advertising Code and Regulations of the Advertising Services of the NBC.
2. This rate card is issued for the information of advertisers and agencies, and does not constitute a firm offer by the NBC.
3. The NBC reserves the right to amend rates if and when necessary, without prior notice.
4. Broadcasting segments are subject to change at the discretion of the Corporation.
5. Rates quoted are with and without 15% Value-added Tax (VAT)
6. Cancellation fees of 75% are payable if bookings are not cancelled ten days before broadcast.
7. Cancellation fees of 100% are payable if bookings are not cancelled two days before broadcast.

ADDRESSES
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 Marketing and Advertising
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 Northern Industrial Area, Windhoek
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 2194, Randburg
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NOTE:
 Television Production Rates - Available on Request
 Contact Details: Mr Dave Webster
 Tel: (09 264 61) 291 3127
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