

RBA RATE CARD

RBA has 8 radio Stations and a television network that gives it a national coverage, RBA has a strong competitive advantage for any advertiser to benefit from as compared to other media houses. RBA has five regional Radio stations in different provinces which can provide an excellent syndication platform giving any advertisers the lowest cost per 1000 advertising spend.

Advertising on any RBA Network depends on the different time zones (prime and off prime) and the length of the message.

RBA TELEVISION

TIME	15-sec	30-sec	45 seconds	60 seconds
3.00 pm-6.30pm	30,000	60,000	85,000	110,000
6.30pm-7.30pm	37,500	75,000	105,000	142,000
7.30pm-9.45pm	52,500	105,000	157,500	210,000
9.45pm-4.30am	15,000	30,000	45,000	60,000
4:30am-9:30am	22,500	45,000	67,500	90,000
9:30am-3:00pm	15,000	30,000	45,000	60,000
Evening News (Kinyarwanda, English & French)	78,750	157,500	-	315,000
SQUEEZE BACKS & OTHER RELATED INFO GRAPGIC ADDS	55,500	85,500	105500	145,500
SCROLL MESSAGES & ANNOUCEMENTS		55,000	75,500	105,000

Spot Advertisement

NB

- **All Bookings must be made 5 Hrs in advance.**
- **Rates are net of VAT**

SPECIAL DISCOUNTED RUNOFF STATION PACKAGES/ Random advert placement:

Special discount packages based on 30-sec has been worked out to benefit long term advertisers. The spots will be randomly scheduled as and when space is available. There is no guarantee that the spot will air in a particular time zone.

PACKAGES	OPTION ONE 5% discount	OPTION ONE 7% discount	OPTION TWO 10% discount	OPTION THREE 15% discount
Duration	4.3 weeks	4.3 weeks	8.6 weeks	12.9 weeks
Number of Spots	15	30	60	90
Book Value	Up to 967,575	1,935,150	3,710,700	5,805,450
Final Cost	919,196	1,799,689	3,483,270	4,934,632

Allocation of adverts will be done by sales and Advertising Manager depending on availability of time slots and approved by Director of Marketing and Business Development before forwarded to TV or Radio for airing. A copy will be shared with the client.

TV DOCUMENTARY/SPECIAL FEATURES/EDUCATIONAL/GOVERNMENT

TIME	5-Min	10-Min	15-Min	30-Min	60-Min
1.30pm-6.30pm	195,000	225,000	395,000	595,000	875,000
6.30pm-10.00pm	275,000	495,000	595,000	895,000	-
06.30AM-1.30 pm	50,000	100,000	125,000	150,000	EXCL SAT&SUN
10.40pm-6.30 am	75,000	105,000	95,000	125,000	215,000

COMMERCIAL DOCUMENTARIES/ENTERTAINMENT

TIME	5-Min	10-Min	15-Min	30-Min	60-Min
01.30pm-6.30pm	115,000	295,000	495,000	595,000	895,000
06.30pm-10.45pm	175,000	695,000	995,000	1350,000	-
06.30AM-1.30 pm	50,000	100,000	125,000	150,000	EXCL SAT&SUN
10.45pm-6.30 am	75,000	105,000	95,000	125,000	215,000

All bookings are made 2 days in advance and Materials should reach RBA office with 12hrs before broadcasting time

RTV LOCAL PROGRAMME SPONSORSHIP

	15-Minutes	30-Minutes	60-Minutes
NON-EXCLUSIVE	175,000	235,510	354,590
EXCLUSIVE	380,000	818,260	1,363,770
TALK SHOW			2,363,770

FOREIGN PROGRAMMES

ITEM	15 Minutes	30 Minutes	60 Minutes
NON-EXCLUSIVE	129,000	214,500	429,130
EXCLUSIVE	214,500	429,130	858,270

- 30-second announcement 38,185/-
- 2 Minutes CSI clip within News/Special reporting 1,200,000 RWF

Outside Broadcasting Service (1st Hour) in Kigali

- 1,400,000 RWF OB Van Location
- 1,563,770 RWF Airtime
- 350,000 RWF Technical Requirements

1,363,770 RWF/each additional hour plus technical requirements

RADIO RWANDA (NATIONAL COVERAGE)

30" SPOT ADVERTISEMENTS

Duration	0500-0900 hrs	0900- 1700hrs	1700- 21450hrs	2145- 0030hrs
30 second Ad	22,500	18,000	22,500	18,000
30 second advert in the News (syndicated)	33,750	33,750	33,750	
Mention	25,000	25,000	25,000	25,000

DOCUMENTARIES/SKITS (Radio Rwanda)

PROPERT	5 minutes	10 minutes	15 minutes	30 minutes	60 minutes
Pre- recorded/SKITS	133,000	199,500	299,250	499,000	898,000
Live program in studio	-	-	-	1,198,000	1,997,000

PROGRAMME SPONSORSHIP

Sponsorship	15 minutes	30- minutes	45 minutes	60 minutes
Non Exclusive	199,500	299,250	399,000	798,000
Exclusive	332,500	498,750	798,000	1,197,000

MAGIC FM/INTEKO Radio SPOT ADVERTISEMENT

Duration	0600-1000 hrs	1000-1800 hrs	1800-2200 hrs	2200-0530 hrs
30- second	5,400	4,200	5,440	4,200
A Mention	5,250	3,250	5,250	3,250

COMMUNITY RADIOS SPOT ADVERTISEMENT

Duration	0600-1000 hrs	1000-1800 hrs	1800-2200 hrs	2200-0530 hrs
30- second	10,390	7,790	10,390	5,195
30- Second in the news	15,585	15,585	15,585	-
Local/community advertisement	3,895	3,895	3,895	3,895
A Mention	7,790	7,790	7,790	7,790

DOCUMENTARIES/SKITS COMMUNITY RADIO STATON

Property	5 Minutes	10 Minutes	15 minutes	30 minutes	60 minutes
Pre-recorded Show	66,500	119,700	125,500	199,500	478,880
Live Program in Studio	-	-	235,000	325,000	598,750

PROGRAMME SPONSORSHIP:

Sponsorship	10 minutes	15 minutes	30 minutes	60 minutes
NON-EXCLUSIVE	49,500	55,500	75,500	99,650
EXCLUSIVE	149,250	195,500	215,250	249,250

DOCUMENTARIES/SKITS RADIO INTEKO

Property	5 Minutes	10 Minutes	15 minutes	30 minutes	60 minutes
Pre-recorded Show	25,500	45,700	100,500	155,500	478,880
Live Program in Studio	-	-	-	125,000	598,750

STANDARD PACKAGES (RADIO RWANDA & MAGIC FM):

RBA management believes that the standard packages provide an excellent return on advertising investment with the lowest cost per 1000 advertising value. The package offers generous discount. Two commercials in the prime time and three in the standard day segment. Concessions are given to clients who may plan to advertise across the RBA network.

RADIO RWANDA

PACKAGES	OPTION ONE	OPTION TWO	OPTION THREE	OPTION FOUR
Duration	4.3 weeks	4.3 weeks	8.6 weeks	12.9 weeks
Number of spots	75	150	300	450
Book value	1,123,500	2,475,500	4,950,000	7,425,500
Discount	5%	7%	10%	15%
Final cost	1,175,625	2,301,750	4,455,000	6,311,250

MAGIC FM

PACKAGES	OPTION ONE	OPTION TWO	OPTION THREE
Duration	1 Month	2 Months	3 Months
Number of spots	150 & 60 DJ Mentions	300 & 120 DJ Mentions	450 & 180 DJ Mentions
Book Value	525,000	1,050,000	1,375,000
Discount	10%	20%	25%
Final Cost	472,000	787,500	1,031,250

RBA Charges 400,000RWF for the production of a single language radio advert for scripting, voicing, studio time and a CD.

RADIO LIVE BROADCAST

- 350,000 RWF OB Van Charter/rent in Kigali
- 600,000 RWF Sound Systems
- 907,410 RWF Airtime
- 100,000 RWF Technical Requirements
- 1,200,000 OB VAN Charter/ Rent out side Kigali

ANNOUNCEMENTS ON RADIO RWANDA

Particulars	HALF PAGE	FULL PAGE
Lost & found	4,500	8,500
Auction	25,500	35,500
PSAs	25,500	35,500
Death Announcements (once)	1,000	

ANNOUNCEMENTS ON COMMUNITY RADIO STATION

Particulars	HALF PAGE	FULL PAGE
Lost & found	1,500	2,500
Auction	10,500	15,500
PSAs	10,500	15,500
Death Announcements (once)	500	

2 Minutes CSI clip within News 435,000 RWF on Radio Rwanda

NB:

- All sponsorship packages are back ended with weekly promos and commercials

Other Services

- TV Archive material \$50 per minute; 1-30 minutes; \$45 for over 30-minute material.
- Recorded game/Match 500\$
- Radio Archive material \$10 per minute; 1-10 minute; \$5 for over 10 minute materials.
- Production of radio documentaries (Budget will depend on the; Synopsis, outline, script, visual & technical treatment, story board)
- Production of drama (Budget will depend on the; Synopsis, outline, script, visual & technical treatment, story board).