

REPUBLIC OF RWANDA



RWANDA BROADCASTING AGENCY (RBA)

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Office of the Director General

RBA ADVERTISING RATES; EFFECTIVE SEPTEMBER 2013

RBA is a body corporate and wholly owned by the government of Rwanda but independently run to meet the objectives stipulated in the RBA Charter.

RBA has a huge radio and television network that gives it a national coverage. There are over 30 radio stations and 5 FTA TV stations in Rwanda today most of which are concentrated in Kigali with Radio Rwanda and RBA TV as the only stations with a national coverage. This gives RBA a strong competitive advantage for any advertiser to benefit from. Moreover, RBA has got five community Radio stations in different provinces which can provide an excellent syndication platform giving any advertisers the lowest cost per 1000 advertising spend.

As RBA embarks on the transition drive with a clear focus on service delivery across sectional demographics and psychographics programming in Rwanda.

The RBA is well balanced editorially to ensure a World Class programming with local and international news from sports to; trade, commerce, politics, social, religious and cultural affairs with Rwanda at the Centre.

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

RBA TELEVISION

Spot Advertisement

1

The prerogative for special consideration outside these rates is with the Directorate.

TIME	15-sec	30-sec	45 seconds	60 seconds
4.30pm-6.00pm	37,500	75,000	112,500	150,000
6.00pm-7.30pm	45,000	90,000	135,000	180,000
7.30pm-9.45pm	52,500	105,000	157,500	210,000
9.45pm-11.30pm	45,000	90,000	135,000	180,000
11.30pm-4.30am	15,000	30,000	45,000	60,000
4:30am-9:30am	22,500	45,000	67,500	90,000
9:30am-4:30pm	15,000	30,000	45,000	60,000
News Adjacency and the clock is plus 50% surcharge				

NB

- **All Bookings must be made 24Hrs in advance.**
- **All payments will be made in advance unless with the approval of management.**
- **Rates are net of VAT**

SPECIAL DISCOUNTED RUNOFF STATION PACKAGES:

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 3% discount	OPTION TWO 7% discount	OPTION THREE 10% discount
Duration	4.3 weeks	8.6 weeks	12.9 weeks
Number of Spots	30	60	90
Book Value	1,935,150	3,710,700	5,386,500

TV DOCUMENTARY/SPECIAL FEATURES

TIME	5-Min	10-Min	15-Min	30-Min	60-Min
4.30pm-6.00pm	50,000	100,000	165,000	225,000	275,000
6.00pm-7.30pm	75,000	150,000	225,000	275,000	
7.30pm-9.45pm	90,000	225,000	275,000	450,000	
9.45pm-11.30pm	75,000	150,000	225,000	275,000	
11.30pm-4.30am	50,000	100,000	165,000	225,000	275,000
4:30am-9:30am	75,000	45,000	225,000	275,000	380,000
9:30am-4:30pm	50,000	30,000	165,000	225,000	275,000

All bookings are made 3 days in advance

RTV LOCAL PROGRAMME SPONSORSHIP

	15-Minutes	30-Minutes	60-Minutes
NON-EXCLUSIVE	275,000	545,510	454,590
EXCLUSIVE	380,000	818,260	1,363,770
TALK SHOW			1,363,770
CUSTOMISED	454,590	909,180	1,363,770

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 630,000 RWF**

Outside Broadcasting Service (1st Hour)

- 1,400,000 RWF OB Van Location
- 1,363,770 RWF Airtime
- 100,000 RWF Technical Requirements

1,563,770 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 section Ad	22,500	18,000	22,500	18,000
Mention	25,000	25,000	25,000	25,000

DOCUMENTARIES/SKITS

5 minutes	10 minutes	15 minutes	30 minutes	60 minutes
133,000	199,500	299,250	399,000	798,000

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
Talk Show		498,750	798,000	1,197,000

MAGIC FM/ITEKO/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
A Mention	7,790	7,790	7,790	7,790

News Adjacency: plus 50%

DOCUMENTARIES/SKITS:

5 minutes	10 minutes	15 minutes	30 minutes	60 minutes
78,000	152,000	207,800	389,650	649,410

PROGRAMME SPONSORSHIP:

Sponsorship	30 minutes	60 minutes
NON-EXCLUSIVE	199,500	389,650
EXCLUSIVE	389,650	498,750
TALKSHOWS	389,650	498,750

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 offer generous discount. Two commercials air 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
Duration	4.3 weeks	8.6 weeks	12.9 weeks
Number of spots	150	300	450
Book value	3,037,500	6,075,000	9,112,500
Discount	3%	7%	10%
Final cost	2,946,375	5,649,750	8,201,250

MAGIC FM

PACKAGES	OPTION ONE	OPTION TWO	OPTION THREE
Duration	4.3 weeks	8.6 weeks	12.9 weeks
Number of spots	150	300	450
Book value	1,363,500	2,727,000	4,090,500

Discount	3%	7%	10%
Final cost	1,322,595	2,536,110	3,681,450

RBA Charges 200,000RWF 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 Location
- 600,000 RWF Sound Systems
- 646,410 RWF Airtime
- 100,000 RWF Technical Requirements

DEATH ANNOUNCEMENTS

1,000 RWF X 1

ORDINARY ANNOUNCEMENT

100 RWF per second

2 Minutes CSI clip within News 135,000 RWF

NB

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

Other Services

- TV Archive material \$30 per minute; 1-30 minutes; \$25 for over 30-minute material.
- 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).