

# CAPITAL RADIO RATE CARD

## 2016

TIME	RATING	60"	45"	30"	15"	CASUALS
0601- 0900	EARLY BIRD	180,000	135,000	90,000	45,000	35,000
0901-1200	MID MORNING	150,000	100,000	75,000	50,000	25,000
1201-1600	LUNCH TIME	150,000	100,000	75,000	50,000	35,000
1601-2030	DRIVE TIME	180,000	125,000	100,000	50,000	35,000
2031-2300	EARLY NITE	150,000	100,000	75,000	35,500	25,000
2301-0600	NIGHT OWL	100,000	70,000	50,000	25,000	20,000
NEWS ADJACENCIES	PRE NEWS	225,000	175,000	125,000	60,000	
	POST NEWS	200,000	150,000	100,000	50,000	

**THE ABOVE RATES EXCLUDE VAT 18%**

## CAPITAL RADIO RATE CARD 2016

### PROGRAM SPONSORSHIP

#### DAILY SHOWS

PROGRAM NAME	SYNOPSIS	DAY /TIME	DURATION MIN	SPOTS	MENTIONS	COST/MONTH
Morning Jam	A program professionally packaged with news paper reviews topic of the day; and business news	Mon- Fri 05:00	240	6	4	3,000,000 For every hour sponsored
Lete Raha	Four hours of mixed music with interludes of information on how to improve our lives – the environment etc. interaction with listeners via sms	Mon- Fri 09:00	240	6	4	3,000,000 For every hour sponsored
Club 101	Music from all over the world with news on celebrity musicians	Mon- Fri 14:00	120	6	4	3,000,000
Dala dala	It is a drive time show with news on traffic situation and review of cartoons appearing in newspapers.	Mon- Fri 16:00	120	6	6	3,000,000
Bozouk Time	Entertaining Africa music Bolingo, Zouk, Rhumba	Mon- Fri 18:00	170	6	6	3,000,000
Sports	A report on sports both local and international	Mon- Sun 21:00	30	4	4	3,000,000

## WEEK END SHOWS

PROGRAM	SYNOPSIS	DAY /TIME	DURATION MIN	SPOTS	MENTIONS	COST/MONTH
AK 47 Live	Continuous music from the DJ	Fri-Sat 21:30	210	6	6	For every hour 2,500,000
DK 90 Duniani	Ninety minutes of news on events from all over the world	Sat 07:30	90	4	4	1,500,000
Muziki Muziki	Mixed type of music	Sat 09:00	60	4	4	1,500,000
Kadogoo	Children's program	Sat 10:00	120	6	4	1,000,000
Bongo Hits	Bongo Flavour	Sat 12:00	60	6	4	1,000,000
Bongo Hits 2	Bongo Flavour	Sat 14:00	60	6	4	1,000,000
Zaidi ya Umjuavyo	Interactive program with prominent people	Sat 15:00	60	6	4	1,000,000
The splash	Mixed music	Sat 16:00	120	6	4	1,000,000
Laid Back	Oldies (music)	Sat 18:00	180	8	6	1,500,000
Gospel Songs	Religious Songs	Sun 07:30	90	4	4	1,500,000
The Sunday	Mixed music (Oldies)	Sun 09:00	120	6	4	1,500,000

Top Twenty	Music / top Twenty	Sun 11:00	120	6	4	2,000,000 For every hour
Capital Michezoni	Sports News	Sun 14:00	60	4	4	1,000,000
Ukurasa wa Mbele	Discussion with different people on topical issues	Sun 15:00	60	4	4	1,000,000
Unlimited Request	Listeners Choice of song	Sun 16:00	120	6	4	2,000,000 For every hour
Jiachie (Taarab)	Taarab music	Sun 18:00	120	6	4	1,000,000 For every hour
Muziki	Music(Blues) ,sms from listeners	Sun 21:30	210	12	6	1,500,000 Per hour

**Sponsorship Packages includes;**

- Opening and closing billboards
- Spots and mentions during the show
- Mentions during program promos

**ALL RATES ARE IN TANZANIA SHILLINGS AND ARE EXCLUSIVE OF VAT**

# CAPITAL TELEVISION RATE CARD

## 2016

Rates in Tshs.

TIME	RATING	60"	45"	30"	15"
0500 – 0900	<b>EARLYBIRD</b>	175,000	130,000	90,000	45,000
0901 – 1700	<b>DAY TIME</b>	120,000	90,000	60,000	30,000
1701 – 2300	<b>PRIME</b>	300,000	225,000	150,000	75,000
2301 – 0459	<b>NIGHT OWL</b>	75,000	60,000	45,000	30,000
<b><u>NEWS ADJACENCIES</u></b> 5 minutes on either side of news is Pre and Post News.	<b>PRE - NEWS</b>	400,000	300,000	200,000	100,000
	<b>MID - NEWS</b>	520,000	390,000	260,000	130,000
	<b>POST - NEWS</b>	360,000	270,000	180,000	90,000

THE ABOVE RATES EXCLUDE VAT 18%

CAPITAL TELEVISION SPONSORSHIP RATE - 2016

PROGRAM		DURATION MIN	DAY	TIME	SPOTS	SCROLL	COST PER MONTH
THE MONDAY AGENDA	A hard hitting,detailed, well researched, balanced and invigorating talkshow with a difference.	45	MON	20:45	3	2	1,500,000.00
BUSINESS EDITION	An informative program on all issues relating to business and the economy.	30	FRI	20:15	3	2	1,500,000.00
CULINARY DELIGHT	A unique cooking pgm that features top chefs in town.	30	SUN	19:00	3	2	1,500,000.00
SPORTS GAZETTE	Local sports events and news from across the world	30	WED	19:00	3	2	1,500,000.00
OUT & ABOUT	An entertainment and lifestyle program focuses on art and fashion	30	SAT	21:00	3	2	1,500,000.00
FRIDAY MOVIE	Blockbuster movie starring top rated stars	90	FRI	22:00	4	2	2,000,000.00
THE SCOOP	A new African talk show where our Continent's movers and shakers can communicate their ideas	30	TUES	19:00	3	2	1,500,000.00
SATURDAY MOVIE	Carefully selected gripping movies suitable for family viewing and full of thrilling entertainment.	90	SAT	21:30	4	2	2,000,000.00
DRAMA	Drama series	30	MON - THUR	19:30	3	2	1,500,000.00
TELENOVELAS	Addictive and gripping south American soaps	45	MON - THUR	20:00	4	3	4,000,000.00
TELENOVELAS	Addictive and gripping south American soaps	45	MON - THUR	20:45	4	3	4,000,000.00
DISCOVER GERMANY	A TV Travel Guide that takes you to Germany's most beautiful destinations every week	30	MON	22:00	3	2	1,000,000.00
INDIAN MOVIES	Highly rated Indian movies starring top rated Bollywood stars guaranteed to keep you on your seat edge!	90	TUES	22:15	4	2	2,000,000.00
CAPITAL DOCUMENTARIES	Powerful and well researched documentaries covering awide range of topics	60	WED	22:00	4	2	2,000,000.00
EUROMAXX	An entertaining kaleidoscope of people and places, arts and culture, concerts, music, style, fashion and much more	30	THUR	22:30	3	2	1,000,000.00
BUNDESLIGA KICK OFF	Weekly highlights of the latest Bundesliga league	30	THUR	19:00	4	2	1,500,000.00

ARTS 21	A culture magazine from a country that has a lot more to offer.	30	THUR	17:30	4	2	1,500,000.00
IN GOOD SHAPE	A health show with tips and tools for a healthy lifestyle.	30	FRI	18:30	3	2	1,000,000.00
DRIVE IT	The magazine show all about cars: well told, well shot and well packaged	30	FRI	19:00	3	2	1,000,000.00
KOREAN DRAMA	Captivaing and award winning Korean dramas with great storylines	60	SAT/SUN	20:00	4	3	2,000,000.00
POPXPORT	Showcases excellent musicians and bands and highlights the latest trends	30	MON	19:00	3	2	1,000,000.00

#### Sponsorship Package

Airtime cost for special programs is negotiable

Opening and Closing billboard

Spots during the show

Scrolls during the show

Spot duration 30 seconds

Logo placement

# ITV RATE CARD 2016

## Rates in Tshs.

TIME	SEGMENT	60"	45"	30"	15"
0500 – 0900	ITV EARLYBIRD	400,000	300,000	200,000	100,000
0901 – 1700	ITV DAY TIME	280,000	210,000	140,000	70,000
1701 – 2300	ITV PRIME	660,000	500,000	330,000	165,000
2301 – 0459	ITV NIGHT OWL	165,000	135,000	100,000	50,000
<u>NEWS ADJACENCIES</u>  5 minutes on either side of news is Pre and Post News.	PRE - NEWS	1,000,000	700,000	460,000	250,000
	MID - NEWS	1,200,000	900,000	600,000	300,000
	POST - NEWS	840,000	630,000	420,000	210,000

THE ABOVE RATES EXCLUDE VAT 18%



# ITV -SPONSORSHIP PACKAGES - 2016

## LOCAL PROGRAMS

PROGRAM	BRIEF SYNOPSIS	DAY/TIME	DURATION MIN	SPOTS	BONUS	COST/MONTH	
Shamsham za pwani	A Program featuring the best of 'taarab' music	Sat 17:00	60	4	2	5,500,000	
Hawavumi Lakini Wamo	A program that offers a platform for upcoming artists to showcase their talent.	Sat 22:00	60	4	2	5,500,000	
Tamasha la Michezo	A sports programme that highlights weekly events	Sun 14:00	60	4	2	5,500,000	
Mwangaza	An entertaining Gospel Music Program	Sun 15:00	60	4	2	5,500,000	
Matukio ya Wiki	Weekly news round up	Sun 18:15	45	3	2	7,000,000	
Mizengwe	A hilarious local Kiswahili comedy show by talented artists	Sun 21:00	15	1	2	4,000,000	
Ripoti Maalum	An investigative pgm that digs deep for the truth	Bi Monthly Tue 21:30	45	3	2	5,000,000	
The Base	An explosive music pgm featuring the hottest music videos in town.	Mon - Frid 17:15	45	3	2	18,000,000	
Watoto wetu	An interactive Studio based Live Children's program	Sat 09:00	60	3	2	6,000,000	
Kumekucha	Breakfast show consisting of Newspaper review/guest of the day on current affairs	Daily 06:45	75	4	2	11,000,000	
Malumbano ya Hoja	A live studio programme with an audience that discusses issues that affect the public	Thur 21:00	120	4	2	7,000,000	
Usafiri Wako	A motoring pgm that teaches you everything about cars	Thur 19:00	30	4	2	7,000,000	
Kipima joto	Live pannel discussion on burning current issues	Fri 21:00	120	4	2	7,000,000	
Afya ya Jamii	A weekly health magazine Programme	Mon 19:00	30 Min	2	2	6,000,000	
Dakika 45	Hard Talk Program that grills those vested with leadership in the country	Mon 21:00	45 Min	3	3	9,000,000	
Jarida la wanawake	A program focusing on women and gender issues	Tue 19:00	30 Min	2	2	6,000,000	
Mapishi	Cookery programme	Sun 18:15	15 Min	1	1	6,000,000	
Local Drama	Captivating loca drama series featuring local artists	Sun 19:15, Sat 21:00	45 Min	2	1	6,000,000	
Tunu	An Arts and Culture show with a touch of fashion	Sat 19:00	30 Min	2	1	6,000,000	
Ijue Sheria	An educative program on law and its interpretation	Wed 19:00	30 Min	2	2	6,000,000	
Tv shopping magazine	Live forum for clients to showcase their products and services	Mon - Fri 09:00	15 Min			1,000,000	
Mjue zaidi	An entertaining program that explore the lives of prominent personalities in the entertainment industry	Su n 16:45	45 Min	2	1	6,000,000	
ACQUIRED PROGRAMMES							

Isidingo	A hugely popular South African series	Mon- Fri 19:30	30	2	3	22,000,000	
Tele Novela	South American grippng soap operas	Mon-Wed 22:00	45	3	2	16,500,000	
Nigerian movie	Nigerian movies with interesting themes & stories	Sun 21:30	90	2	2	6,000,000	
African Movies	The best of African traditions in movies	Mon-Fri- 15:00	90	2	2	8,000,000	
FREQUENT PROPERTIES	Tonight on ITV	6 times Daily		1	1	12,000,000	
	Coming up Next	6 times Daily		1	1	12,000,000	
	Program line up	6 times Daily		1	1	12,000,000	
	Tip of the day	6 times Daily		1	1	12,000,000	
	Scrolls	Set of 10				500,000	
	Scrolls	Set of 5				300,000	
	Scrolls	Set of 3				210,000	
	Day time Clock- 5 min to the top of the hour 0900-1600	8 times per day		2		p/wk7,000,000	
<ul style="list-style-type: none"> <li>Maximum number of sponsors per program is (3)</li> <li>Assumption 30 sec for all spots</li> <li>Bonus spots will be placed at the discretion of ITV</li> </ul>		sponsorship package: Opening and Closing billiboard Scrolls/Logo placement. Pre promos					
SPECIAL PROGRAMS (AIR Time)			SPECIAL PRODUCTS: 1 HOUR				
TIME RANGE	30MIN						
1400 - 1730	4,000,000		Live Transmission from location(DSM)				20,000,000
1731 - 1930	5,000,000		live Transmission from location outside D' Salaam				Negotiable
2100 - 2300	6,000,000		Live program in studio				10,000,000
<u>EQUIPMENT HIRE</u>							
Outside broadcast (OB)		2 hrs	15,000,000				
Microwave link		1 day	5,000,000				
Virtual Studio use for recording		2 hrs	4,000,000				
Studio hire		3hrs	3,000,000				
Production Graphic spot			400,000				
Voice over			50,000				

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# RADIO ONE RATE CARD 2016

Rates in Tshs.

TIME	SEGMENT	60"	45"	30"	15"	CASUALS
0601- 0900	EARLY BIRD	360,000	270,000	180,000	90,000	70,000
0901-1600	DAY TIME	300,000	200,000	150,000	100,000	70,000
1601-2030	DRIVE TIME	360,000	250,000	200,000	100,000	70,000
2031-2300	EARLY NITE	300,000	200,000	150,000	70,000	50,000
2301-0600	NIGHT OWL	200,000	140,000	100,000	50,000	40,000
NEWS ADJACENCIES	PRE NEWS	450,000	350,000	250,000	120,000	
	POST NEWS	400,000	300,000	200,000	100,000	

THE ABOVE RATES EXCLUDE VAT 18%

## RADIO ONE SPONSORSHIP RATES - 2016

### KUMEPAMBAZUKA (06:00 - 10:00)

SEGMENT	SYNOPSIS	Time	Dur-Min	SPOTS	Mentions	Cost/Month
Nipashe	A round up of News from correspondents	Daily 6:30	20	2	3	18,000,000
Utabiri wa hali ya Hewa	Weather report	Daily 5:00	5	2	2	9,000,000
Taarifa za barabarani	Traffic update	Mon-Fri 7:25	10	2	3	16,000,000
Udondozi wa Magazeti	Newspaper Review	Daily 7:25	15	1	3	18,000,000
Current News	Live discussion on current issues	Mon- Fri 7:40	60	4	3	18,000,000
Kijue Kiswahili	Discussion on Kiswahili	Sat 7:30	60	4	3	8,000,000
Familia Time	Discussion on Family	Sun 7:30	60	4	3	8,000,000
Nyepesi nyepesi	News with a light touch	Mon - Fri 08:01	10	2	3	18,000,000
Biashara	Business report	Mon - Fri 09:00	15	2	3	18,000,000
Mada	Indepth discussions on various topical issues	Mon- Fri 09:30	20	2	3	20,000,000

### YALIYOMO YAMO/ MAAKULI Mon-Thu 10:00 - 13:00 HRS

SEGMENT	SYNOPSIS	Time	Dur-Min	SPOTS	Mentions	Cost/Month
Tuperuzi (Tamthilia)	Review of Television Telenovelas	10:10	10	1	3	9,000,000
Kimasomaso	Gossip of the day	10:20	40	1	3	9,000,000
Kikaangoni	Special guest of the day	11:00	20	1	3	9,000,000
Makala ya Urembo	Tips on Beauty	11:00	30	1	3	9,000,000
Jiachie (salaam)	Greetings through phone and sms	11:30	30	1	3	9,000,000
Dondoo za usafi	Tips on general cleanliness	12:00	15	1	3	9,000,000
Tupike	Cookery session	12:15	15	1	3	9,000,000
Upangaji	How to arrange a home	12:30	10	1	3	9,000,000
Salaam + sms	Interactive session	12:40	20	1	3	9,000,000

### OTHER PROGRAMS

SEGMENT	SYNOPSIS	Time	DUR. MIN.	SPOTS	Mentions	Cost/Month
INFORMATIVE						
Hoja ya leo	In depth discussion on current issue	Mon - Thur 1630	120	2	3	20,000,000
Spoti Leo	Local & international sport news	Mon - Sun 19:30	30	2	3	20,000,000
Radio One Doctor	Program on health issues	Mon 20:15	45	2	3	10,000,000
African Panorama	Current affairs on Africa	Fri 1700	90	3	3	12,000,000
Miwani ya Maisha	A weekly women's magazine	Sat 10:15	45	3	3	8,000,000
Muziki na Michezo	A weekly sports round up	Sat 15:00	60	3	3	9,000,000
Mambo Mseto	Round up stories with a light touch	Sun 21:00-22:00	105	3	3	9,000,000
INTERACTIVE						
Uchunguzi Kamili	Investigative report	Fri 20:15	45	2	3	9,000,000
Rafiki	Interactive program on relationships	Sun 22:15	180	6	3	9,000,000
Watoto Wetu	Children program	Sat 09:00	60	3	3	13,000,000
Dakika 45	Hard Talk Program that grills those vested with leadership in the country.	Mon 21:00	45	2	3	2,000,000
Malumbano ya Hoja	A live studio programme with an audience that discusses issues that affect the public	Thur 21:05	120	3	3	4,000,000

MUSIC						
Mambo ya Pwani	Taarabu Music	Sun 16:30	180	4	3	8,000,000
DJ Show	Variety of Music	Mon-Fri 15:00	150	3	3	15,500,000
Hizi Nazo	African Oldies	Fri 10:15	180	4	3	8,000,000
Week end show	Groovey music	Fri 21:03	240	9	12	15,500,000
Mtaa wa Mangoma	Collection of old music	Sat 11:00	120	6	3	5,000,000
Chaguo la Msikilizaji	Live interaction with Listeners choose their favorite song	Sat 13:30	90	3	3	8,000,000
Midundo Motomoto	Music from around the world	Sat 16:15	120	3	3	9,000,000
Ladha Kumi za Bongo	Top ten hits of the week	Sat 18: 00	60	3	3	9,000,000
Radio One Top ten	Collection of ten hottest music.	Sun 12:00	60	3	3	9,000,000
Tumshangilie Bwana	Collection of Gospel hits	Sun 09:00	60	3	3	9,000,000
Sunday Special	Light Music	sun 10:00	120	3	3	9,000,000
Nani Zaidi	A battle of two musicians	Sun 14:00	120	4	3	9,000,000
Chaguo la DJ	A well mixed flavor of music by DJ	Sun 20:15	90	3	3	9,000,000

## OTHER PROPERTIES

SEGMENT	SYNOPSIS	Time	Dur-Min	Mentions	Cost/Month
Time checks	Top of the hour and half hour	client to choose	30 Sec		10,000,000
Song of the hour	The most popular song to be played four times a day	4 times per day Daily	5		10,000,000
TIPS	Branded TIPS as per client preference	Six tips per day Daily	5		10,000,000
Wapi pa kujirusha	This segment gives information on what/ where is happenings during weekend.	4 times per day Thurs,Fri,Sat&Sun	5	2	9,000,000
Hapo baadaye RO itakuletea .....	Branded segments of Up Next, Next on and program line up ..... Etc.	Six per day Daily	5	2	9,000,000
Radio Activation	Live brand activation that can be incorporated in events , Magoma, Nani Zaidi etc		120	3	9,000,000
Radio Activation	brand activation during programs (in studio)	3 times per day	3-5 min	3	10,000,000
Brand Talk	An opportunity to talk about your brands	9:00	10 Min		550,000

Sponsorship Package: Opening /Closing billboards, Presenter's brand mentions,

- Spot duration 30 sec.
- Maximum number of sponsors per program is three (3) )

### JINGLES, SPECIAL PROGRAMS, AND AIRTIME

PRODUCT	COST
Participation	2,500,000
One Voice Over	50,000
Airtime (30 min)	2,500,000
Death announcement (Once)	5,000

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