



Commercial Rate Card | February 2016*

Show	Monday to Friday	Rands	SPONSORSHIPS										
Guy McDonald	06:00 - 09:00	2,250.00	<p>Opening and Closing Billboards live or recorded billed at 50% of 30" Commercial Rate per time slot. Live Read closing commercials carry 50% surcharge</p> <p>Terms & Conditions Rates are based on a 30 second recorded commercial and exclude VAT. Cancellation: 28 days written notice prior to broadcast date, regardless of date of application. 50% surcharge on "LIVE READ" commercials. Preferred time bookings within specified hour, subject to 25% loading fee. Added value is calculated off the investment amount excluding VAT and based on rate card value.</p> <p><i>Talk to us about special rate 12 month packages</i></p> <p>sales@magic828.co.za Call: 087 828 0820 - Ask for Magic Mike or Stormin Norman</p>										
Graeme White	09:00 - 13:00	2,000.00											
Brian Oxley	13:00 - 15:00	1,800.00											
Dave Guselli	15:00 - 19:00	2,000.00											
Carol Mashigo	19:00 - 23:00	600.00											
Music Through the Night	23:00 - 06:00	200.00											
Saturday													
Guy McDonald	06:00 - 09:00	1,250.00	<p><i>Talk to us about special rate 12 month packages</i></p> <p>sales@magic828.co.za Call: 087 828 0820 - Ask for Magic Mike or Stormin Norman</p>										
Peter Goodacre	09:00 - 12:00	1,500.00											
The Duke	12:00 - 16:00	900.00											
Adrian Larger	16:00 - 20:00	700.00											
Steve Bishop	20:00 - 24:00	300.00											
Music Through the Night	24:00 - 07:00	200.00											
Sunday													
Brian Oxley	07:00 - 10:00	750.00	<p>Terms & Conditions Magic on the Move Traffic sponsorships 5 consecutive days only. Opening and Closing Billboards - 15 word message. News and Sport Headlines only Billboards must be recorded and produced by Magic828.am O & C Billboards. 15 word message to be supplied 5 days prior to broadcast 30 second recorded generic spot can be added after closing billboard. Unscheduled traffic reports do not carry a closing spot. Dispatch of prizes is the responsibility of the sponsor.</p>										
Graeme White	10:00 - 14:00	800.00											
Nicola Duddy	14:00 - 17:00	600.00											
Adrian Larger	17:00 - 21:00	550.00											
Peter Goodacre	21:00 - 24:00	210.00											
Music Through the Night	24:00 - 06:00	200.00											
Magic on the Move													
Traffic, Airline & Train Sponsorship		Monday to Friday	<p>Terms & Conditions Magic on the Move Traffic sponsorships 5 consecutive days only. Opening and Closing Billboards - 15 word message. News and Sport Headlines only Billboards must be recorded and produced by Magic828.am O & C Billboards. 15 word message to be supplied 5 days prior to broadcast 30 second recorded generic spot can be added after closing billboard. Unscheduled traffic reports do not carry a closing spot. Dispatch of prizes is the responsibility of the sponsor.</p>										
Guy McDonald	06:00 - 09:00	2,500.00											
Billboard Only		2,500.00											
Billboard + 30" Recorded		4,000.00											
Dave Guselli	15:00 - 19:00	1,500.00											
Billboard Only		1,500.00											
Billboard + 30" Recorded		2,500.00											
		Duration	10"	15"	20"	25"	30"	35"	40"	45"	50"	55"	60"
		Calculation	0.75	0.8	0.8	1	1	1.1667	1.3333	1.5	1.6667	1.8333	2

*N.B. This rate card supercedes all other rate cards prior to the above date