



EastCoastRadio

Media Kit

1 521 000 Listeners

Station Listenership:

Past 7 Days:

1 521 000

Ave Day Mon - Fri:

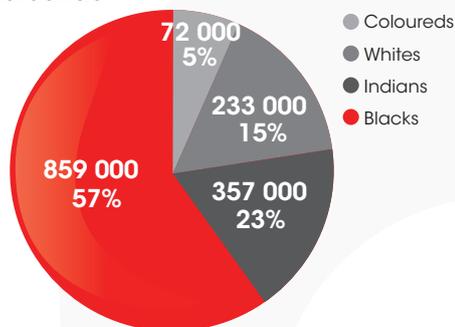
774 000

- East Coast Radio is the leading commercial radio station in KwaZulu-Natal
- It is the third largest regional radio station in South Africa
- Energetic, coastal and lifestyle orientated
- Fun-loving, rather daring, fiercely innovative leader in KZN
- Unrivalled when it comes to interactive radio promotions and multi-media solutions

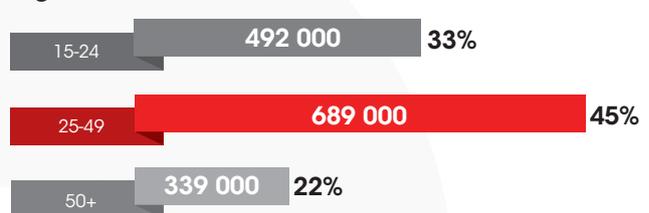
Web statistics over 4 week period

- 450 000 Unique visitors
- People view on average over 2 million pages per month
- People stay on average for 2 minutes
- 65% Female & 39% Male
- People view 2 million pages per month
- According to AMPS 2015BA, 53.5% of people in KZN do not read newspapers (AIR)

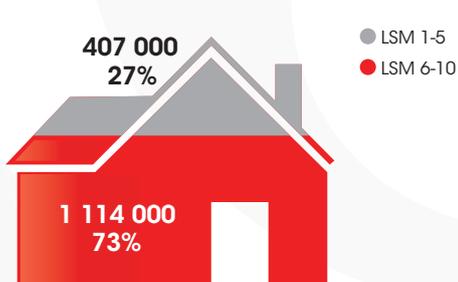
Race breakdown



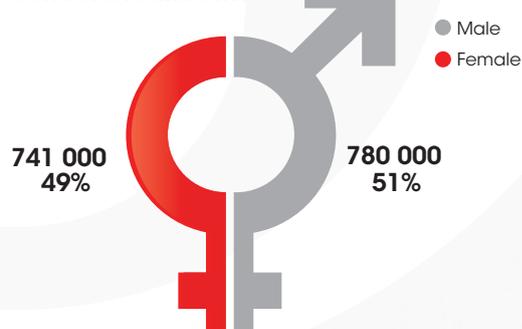
Age breakdown



LSM breakdown



Gender breakdown



East Coast Radio reaches 14% of the Black population in KZN, 60% of the Indian population and 63% of the White population

Our Broadcasting Area



Our Product Range

Airtime

We know what our listeners want to hear. We have researched exactly who is listening at any given time; we can accurately determine the gender, race, age and LSM group of our audience. East Coast Radio makes it our objective to ensure that your campaign will reach your target market. Airtime rates are available below.

Sponsorships

Sponsorship is an opportunity to be associated with an on-air feature of your choice, such as **Newswatch**, **Sportswave**, or music features. Give your business an identity your customer will remember.

Sponsorships

Generic commercials are grouped with other commercials; sponsorships allow your commercial to flight alone. Sponsorships are premium products and a 30% loading ensures that you get an opening billboard that stands out from a commercial cluster, **such as:**

Opening Billboard

Opening Billboard - This Newswatch is sponsored by John Dory's Fish and Grill – a taste of the ocean. Your commercial goes out after the opening billboard
Then the news bulletin begins

Billboards are no more than 5 seconds and may be recorded or read live by the on-air presenter.

Live Reads

Live reads are great for clients who would like a quick turn-around and get people excited about their products. Live reads have a strong call to action value and the listening audience may feel that the presenters are endorsing this product and therefore would be more likely to purchase. These can form part of a client's campaign for 60% loading

Activations

"East Coast Radio has several activation packages e.g. Outside Broadcast, Jocks on the Move and Hot Squads. These can be tailored specifically to meet your objectives, please speak to your media consultant for more information." All activations are subject to approval and availability.

Outside broadcasts - An opportunity for client to have the on air DJ's at their store opening, birthday or event.

Jocks on the move - This is an opportunity for client to have an ECR DJ at their store for an hour; DJ can interact with customers and hand out prizes.

Hot Squad - An activation and sampling opportunity, 6 x students to hand out samples at a traffic intersection up; we can activate at three intersections simultaneously.

Other Opportunities

Apart from world class radio and the number one radio station website in South Africa, there are a range of other ways to get in touch with the 1,521 million people who are loyal to East Coast Radio.

We host some of Durban's biggest events every year. Family events such as Durban Day (16 000 concert-goers), the East Coast Radio House & Garden Show (90 000 people) and the Discovery East Coast Radio Big Walk (30 000 participants) provide you with an incredible platform to showcase your product.

If you want to deliver your message across KZN's business elite, consider the two executive breakfasts that we host. The TIKZN GIBS East Coast Radio Business Breakfast and the FNB Business East Coast Radio Women's Breakfast together attract more than 1 000 of the province's business executives.

We have an actively engaged audience on our multiple digital platforms, Facebook (184 137 Fans), Twitter (266 912 fans), Instagram and YouTube (1 776) channel. This tech-savvy audience do not simply observe; they engage with us on these social media tools,

Our weekly Newsletter reaches 59 000 inboxes across KZN.

Contact your media consultant to find out how we can tailor make a package that allows you to capitalise on these fantastic opportunities.

Advertising Rates

Monday - Friday

Time	Rate	¼ Hour Audience
00h00 - 04h00	R270	33000
04h00 - 06h00	R1200	82000
06h00 - 09h00	R15840	183000
09h00 - 12h00	R5790	136000
12h00 - 15h00	R5790	135000
15h00 - 19h00	R8310	140000
19h00 - 22h00	R900	79000
22h00 - 24h00	R270	76000

Saturday

Time	Rate	¼ Hour Audience		Time	Rate	¼ Hour Audience
00h00 - 06h00	R300	37000		00h00 - 06h00	R300	47000
06h00 - 09h00	R4530	141000		06h00 - 09h00	R1650	131000
09h00 - 12h00	R4770	145000		09h00 - 12h00	R1890	112000
12h00 - 15h00	R1680	135000		12h00 - 15h00	R1140	123000
15h00 - 19h00	R1680	132000		15h00 - 19h00	R1140	127000
19h00 - 24h00	R570	56000		19h00 - 24h00	R360	57000

Sunday

Rates exclude VAT and standard terms and conditions apply.

Duration	5	10	15	20	25	30	35	40	45	50	55	60
Multiply by	0.5	0.6	0.7	0.8	0.9	1	1.17	1.33	1.5	1.67	1.83	2.0

*Duration over 50" to be approved by station prior to booking and broadcast.

* The rates for other durations are calculated as per the table on the rate card, and rounded up to the nearest Rand.

Loadings

Feature loading	30%
Preferred spot loading	40%
Live read loading	60%

DJ/Presenters Line-up

WEEKDAY LINE-UP

MONDAY to FRIDAY

- 00:00 Nolwazi Magwaza
- 04:00 Msizi James
- 06:00 East Coast Breakfast with Darren Maule
- 09:00 The Zaba Show
- 12:00 Jane Linley-Thomas
- 15:00 East Coast Drive with Damon Beard
- 18:00 East Coast Urban with Bongani Mtolo (Sunday to Thursday)
- 21:00 Trending Tonight with Sirshin Moodliar (Monday to Thursday)

WEEKEND LINE-UP

FRIDAY

- 18:00 East Coast Party People with Deon Govender
- 22:00 Londeka Shabane

SATURDAY

- 02:00 Various
- 06:00 Weekend Breakfast with Ricky
- 10:00 The New 40 with Carol Ofori
- 14:00 Keri Miller
- 18:00 East Coast Party People with Deon Govender
- 22:00 Londeka Shabane

SUNDAY

- 02:00 Various
- 06:00 Weekend Breakfast with Ricky
- 10:00 The Bongani Mtolo Show
- 14:00 Keri Miller
- 18:00 #PlayLocal with Msizi James
- 21:00 The Experiment

ADFAC Rate Card

From concept to creation, the ADFAC team will produce an effective radio commercial that works. ADFAC uses world-class audio processing software and has one of the largest databases of versatile voice-over artists to lend a professional sound to your product.

For a further breakdown or a tour of this production facility call Shamla on 031 570 9403.

ADFAC Rates - Effective - 1st June 2015

All rates are excluding VAT and are based on 30 second spots

All voices are charged at R2500.00 per voice plus the cost of production below*

Package A	No music or SFX (recorded read)	Per Advert	R 500.00
Package B	With music and/or SFX	Per Advert	R 1500.00
Package C	Full SFX and music	Per Advert	R 2000.00

*Please Note: Additional voices for any advert will be charged for at the full rate.

*All prices are subject to change without notice.

*Final production costs will be signed off on the final script by client.

Web Rate Card

Information	
Page Impressions	over 2 million per month
Unique Users	450 000 per 30 days

* Ask your Media Consultant for a rate card with Web rates.

East Coast Studio Rate Card

Speak to your media consultant for competitive rates for video, TV or another visual element to add to your on-air campaign. Our visual experts will help you to craft the perfect multi-media campaign.

Terms & Conditions

- All rates are based on 30-second commercials.
- Please note all production costs require upfront payment to ADFAC. ADFAC can produce ads from script to completion. Please budget approximately R5,000 excluding VAT per production.
- All billboards will be read live, and all airtime is subject to availability.
- Rates are based on the 2015 Rate Card.
- The Programming Manager reserves the right to change programming.
- Cancellation is subject to written notice being received by East Coast Radio within 28 days prior to broadcast. Thereafter a 100% cancellation penalty will be applicable.
- East Coast Radio prides itself on world class customer service, if you believe we have not exceeded your expectations in this regard please call Hazel Pillay, our customer care officer, on 031 570 9420.
- Added value is subject to availability at time of booking and broadcast.
- All sponsorship rates are by negotiation, and are subject to change with the issuing of revised rate cards.
- Preferred spots, requested by advertising break or hour, carry a 30% surcharge, and will be adjusted with revised rate cards. This is negotiable depending on duration of campaign.
- Live reads carry a 60% surcharge. This is negotiable depending on the duration of campaign.