



My StationYour Station

ziFM Stereo
Rate Card

01.07.23

Zifm Stereo Rate card 01.07.23						Currency						USD
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Spot Adverts : Weekdays

Timeband	10sec	15sec	20sec	25sec	30sec	35sec	40sec	45sec	50sec	55sec	60sec
0600-0700	26.09	42.39	52.17	65.22	81.52	91.30	104.35	117.39	133.57	150.00	163.04
0700-0800	43.04	48.91	61.96	77.45	97.83	110.87	123.91	140.87	156.52	176.09	195.65
0800-0900	26.09	42.39	52.17	65.22	81.52	91.30	104.35	117.39	133.57	150.00	163.04
0900-1200	22.83	32.61	42.39	53.00	65.22	75.00	84.78	94.57	107.61	120.65	130.43
1200-1600	26.09	42.39	52.17	65.22	81.52	91.30	104.35	117.39	133.57	150.00	163.04
1600-2000	43.04	48.91	61.96	77.45	97.83	110.87	123.91	140.87	156.52	176.09	195.65
2000-0000	22.83	32.61	42.39	53.00	65.22	75.00	84.78	94.57	107.61	120.65	130.43
0000-0600	17.12	24.46	31.79	39.76	48.91	56.25	63.59	70.92	80.71	90.49	97.83

Spot Adverts : Weekend

Timeband	10sec	15sec	20sec	25sec	30sec	35sec	40sec	45sec	50sec	55sec	60sec
0600-0700	13.04	21.20	26.09	32.61	40.76	45.65	52.17	58.70	66.78	75.00	81.52
0700-0800	21.52	24.46	30.98	38.71	48.91	55.43	61.96	70.43	78.26	88.04	97.83
0800-0900	13.04	21.20	26.09	32.61	40.76	45.65	52.17	58.70	66.78	75.00	81.52
0900-1200	11.41	16.30	21.20	26.49	32.61	37.50	42.39	47.28	53.80	60.33	65.22
1200-1600	13.04	21.20	26.09	32.61	40.76	45.65	52.17	58.70	66.78	75.00	81.52
1600-2000	21.52	24.46	30.98	38.73	48.91	55.43	61.96	70.43	78.26	88.04	97.83
2000-0000	11.41	16.30	16.30	20.39	32.61	37.50	42.39	47.28	53.80	60.33	65.22
0000-0600	8.56	12.23	12.23	15.30	24.46	28.13	31.79	35.46	40.35	45.24	48.91

Sponsored Programmes

Time Band	2min	5min	10min	15min	30min	60min
0600-0700	81.52	203.80	407.61	611.41	1,222.83	2,445.65
0700-0800	97.83	244.57	489.13	733.70	1,467.39	2,934.78
0800-0900	81.52	203.80	407.61	611.41	1,222.83	2,445.65
0900-1200	65.22	163.04	326.09	489.13	978.26	1,956.52
1200-1600	81.52	203.80	407.61	611.41	1,222.83	2,445.65
1600-1800	97.83	244.57	489.13	733.70	1,467.39	2,934.78
1800-0000	65.22	163.04	326.09	489.13	978.26	1,956.52

Informercial Programmes

Time Band	2min	5min	10min	15min	30min	60min
0600-0700	122.28	305.71	611.41	917.12	1,834.24	3,668.48
0700-0800	146.74	366.85	733.70	1,100.54	2,201.09	4,402.17
0800-0900	122.28	305.71	611.41	917.12	1,834.24	3,668.48
0900-1200	97.83	244.57	489.13	733.70	1,467.39	2,934.78
1200-1600	122.28	305.71	611.41	917.12	1,834.24	3,668.48
1600-2000	146.74	366.85	733.70	1,100.54	2,201.09	4,402.17
2000-0000	97.83	244.57	489.13	733.70	1,467.39	2,934.78

Commercial Time in Sponsored Programme including Billboards

2minutes	20seconds
5minutes	1minutes
10minutes	2minutes
15minutes	2.5minutes
30minutes	5 minutes
60minutes	10minutes

Outside Broadcast

Harare		1,650.00
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Please note this rate card does not include production costs ie presenter fees , studio scripting, promotions & activation cost and loading fees. These items will be charged separately where necessary.
 Outside Broadcasts and Crossovers, outside Harare will be determined by other variable costs .