

RB2 RATES - 2010

marketing@gov.bw

ZONE	TIME	MONDAY - FRIDAY	SATURDAY	SUNDAY
C1	0600 - 0900	P 353.28	P 309.12	P 262.20
C2	0900 - 1200	P 309.12	P 353.28	P 262.20
C3	1200 - 1500	P 353.28	P 353.28	P 262.20
C4	1500 - 1800	P 353.28	P 309.12	P 262.20
C5	1800 - 2100	P 309.12	P 309.12	P 262.20
C6	2100 - 0000	P 262.20	P 262.20	P 262.20

Rates quoted above are for 30 second commercials. Commercials of longer or shorter duration are charged pro rata to the 30 second rate.

OUTSIDE BROADCASTS

P 6, 009.60 per hour for Gaborone and surrounding areas (within 100km radius), with a maximum usage of two hours only. For outside Gaborone a quotation would be availed per request. Where an announcement or promotion is to be communicated by telephone, the client is to call the Studio at own cost.

SPONSORED PROGRAMMES

- | | |
|---|---|
| 1. Pure sponsorship
1 hour - P 1, 400.00
1/2 hour - P 883.20
1/4 hour - P 793.50
Live Read Cost - P 450.00 per 30secs read | 2. Promotional/Discussion
1/2 hour - P 1, 324.80
1/4 Hour - P 883.20 |
|---|---|

PRODUCTION OF A COMMERCIAL

Studio use	-	P 703.80 per hour minimum booking
Copy writing	-	P 289.80
Voice Artist	-	P 282.90
Dubbing	-	P 69.00
Translation	-	P 179.40

NB: THE RATES ARE INCLUSIVE OF AGENCY COMMISSION OF 16.5% BUT EXCLUSIVE OF 10%VAT.

NB: Cancellation fee of 25% will be charged for cancellations done later than two weeks before broadcast time.

For more info please call:

Rb 2 contacts : Madala Ketshabile 3653172 / 73361606 Bokamoso Moleele 3653095/ 73361605
 Tsholofelo Nkokobocho 3653095 / 73361604

