

# RATE CARD

## ANNOUNCEMENTS

	Normal	Bonuses		Special
		4 - 5 times	6 times & above	
Death	2,000	1 bonus	2 bonuses	4,000
Corporate	7,500	1 bonus	2 bonuses	10,000
Ordinary	3,000	1 bonus	2 bonuses	5,000

Maximum number of words per announcement is 100, any extra word, attracts an extra charge of UGX 25/= per word.

**Normal announcements:** are read at a fixed specific time slots in the morning, afternoon or evening.

**Special announcements:** are read outside the normal time of announcements, therefore they have special prices.

	TALKSHOWS (60 MIN)		SMALL PRE-RECORDED PROGRAMMES		LIVE EVENT BROADCAST	
	1 show	2 shows & above				
Live	700,000	600,000	15 min	150,000	1 hour	1,200,000
Pre-recorded	500,000	400,000	30 min	300,000	2 hours	2,000,000

ADVERTS				
	1 - 2 months	3 - 6 months	7 - 12 months	1 year
National Companies	1,500,000	1,400,000	1,200,000	1,000,000
Local Companies	600,000	500,000	450,000	400,000
Others	Schools	400,000	Chapels	200,000

MINI-ADS			
	1 ad	4 - 7 ads	8 ads & above
Spot (30 sec)	5,000	1 bonus	2 bonuses
PRODUCTION WORK		RECORDING SPACE & EQUIPMENT	
1 min (max)	50,000	Studio (60 min)	500,000
		Production Booth (60 min)	250,000



- All prices are valid from 1<sup>st</sup> October 2014 and are VAT inclusive
- On contractual agreements, 50% has to be paid in advance and 50% after completion of assignment.
- Radio Wa keeps high ethical standards and thus it supports "clean advertising", promoting with its clients corruption-free business practices in spirit of integrity and transparency.

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