

ADVERTISING RATE CARD 2022



This is where the Seventies Musicians come to play!

Why Advertise on Internet Radio?

In 2017, one third of South Africans used their phones to stream music. Young adults (18-48) listened to internet radio more than terrestrial. Two of the top five most popular apps in South Africa and the world (Apple Music and Google Play Music) are used for streaming music. With South Africans now spending more time on their phones than watching television, there has never been a more opportune time to maximize internet radio experiences.

Let's consider the potential internet radio landscape worldwide. The average person sleeps approximately seven hours a day, meaning there are up to seventeen listening hours per day that one could listen to internet radio. Additionally, it's expected that in two years 10 billion people will be online, bringing the total of possible listening hours worldwide to 59.5 billion per day. With the average revenue per thousand hours amounting to ZAR 937.310 (Pandora's rate in 2017), there is a possible daily cap of approximately ZAR 136.47 billion in 2017. Granted, this assumes that the market rate is equal throughout the world, which currently is not the case.

For this potential to be realized, companies will need to provide highly personalized listening experiences that have yet to be fully optimized. Internet radio will need to match every part of your day. Imagine passively being pushed the right music that helps you wake up, motivates you to run faster, work more productively, and more. This type of personalization has already begun in advertising, but hasn't been well implemented in internet radio.

About our Radio Station!

70vibefm is an internet radio station and proudly broadcasting from the mother City of Cape Town, South Africa. 70vibe-fm was established early December 2014 and we are primarily composed of voluntary professional music enthusiasts with a mission to keep the seventies musical artistry alive, remembering and featuring most of the music that was published in the seventies

Our Mission

Is to play all the music that was recorded, performed and published during the seventy eras. This musical performance should never be forgotten and to keep the musical artistry alive in our everyday lives. 70vibe-fm is not for every ear but for the distinctive few and it's the where the seventies musicians come to play.

Station Profile Information:

Station Name:	70vibe-fm
Studio Location:	Cape Town - South Africa
Station Manager:	Mark Botes-Lashmar
Broadcasting Times:	24 Hours continuously
Footprint / Territory:	International - World Wide
Program Type:	90% Music 03% Special Radio Announcement's 03% Radio Jingles & ID's, Program Billboarding 04% Live Show's (Active Dee Jay Performance)
Radio System:	100% Automation
Time Announcements:	Hourly (+2 GMT) South African Time
Genre:	Solely 70s Music
Location of Streaming Server:	New York - USA
Location of Web Hosting:	New York - USA
Shoutcast Streams:	1. MP3-96Kpbs (Mobile Reception) - Active 2. MP3-128Kpbs (Net & Mobile Reception) - Active
Mobile Applications:	Android Devices iPhone IOS Devices Alexa (Amazon Devices) All Kindle Devices Blackberry (In the Decline)
Audience:	Males (18 to 65+) 51% Females (18 to 65+) 49%
Average Listening Time (ALT):	2h:35m:57s (Bandwidth – Approx. 759.93MB)
Average Listener Peak (Month):	18.206 - May2018** 17.627 - June2018** 14.001 - July2018**
International Demographic:	Germany – 39% Netherlands – 19.3% United States – 12.4% Japan – 9.1% South Africa – 8.8% United Kingdom – 6.5% Denmark – 1.5% Canada – 0.7% Brazil – 0.4% Other – 3.1%

**Detailed Records are available online for reference purposes.

Station's Social Media Platforms:

Website:

Web Url:	https://70vibe-fm.com
Average Daily Impressions:	168 Unique Visits
General Direction:	Background information to the 70s music and other spotlights
Feed Information:	Active 'Now Playing' information and request portal. Direct link to studio on live broadcasts and status reports

Twitter:

Tweet Handel:	@70vibefm
Followers:	9.353
Tweet information:	Now Playing with cover photo of group.
Feed Information:	Automotive and Manual announcements every ten minutes

Facebook:

Facebook Url:	https://www.facebook.com/70vibe-fm-1922498131382605
Followers:	222
Active Groups:	Hooked on 70vibe-fm
Feed Information:	Posting information and communications gateway

LinkedIn:

LinkedIn Url:	https://www.linkedin.com/company/11360780
Network:	-
General:	General Station Profile
Feed Information:	-

Blogger Site:

Blog & News Url:	https://70vibe-fm.com/news/
Followers:	-
Active Groups:	None
Feed Information:	General information update and developing news

Internet Radio Feeds:

Advertising and Sponsor Rates August 2018

Adverts will run four times in an hour of broadcasting time slots depending on the programming requirements.

1. Classical Thirty Second Advertising Rates Per Advert:

Program Name:	Air Times:	ZAR (30 Sec.)	USD (30 Sec.)	EUR (30 Sec.)
The Overnight Show	00h00 – 05h00	R 95,00	\$ 6,00	€ 5,00
The Breakfast Show	05h00 – 09h00	R 350,00	\$ 25,00	€ 21,00
The Morning Show	09h00 – 12h00	R 350,00	\$ 25,00	€ 21,00
The Afternoon Show	12h00 – 16h00	R 350,00	\$ 25,00	€ 21,00
The Drivetime Show	16h00 – 20h00	R 450,00	\$ 31,00	€ 27,00
The Evening Show	20h00 – 00h00	R 350,00	\$ 25,00	€ 21,00
It's the Weekends Show	Sat. to Sun.	R 100,00	\$ 7,00	€ 6,00

Please note that if the spot required is longer than the 30 second to multiply the cost factor with 1.5 to give an approximated calculation on the deemed cost of placement.

2. Full Show Sponsorship: (Only Weekly Packages Available)

Exclusive Package:	Benefits:		
The Overnight Show 00h00 – 05h00	<ul style="list-style-type: none"> • This show is 5 hours long. • Five days starting the Monday to Friday • Placement before start and at the end of show. • Every half hour during show placement. • Three 25 – 30 second advert placements in every hour of the show. • All promotions of show with sponsors name included. • Choice of genre and music is possible with in the station's policies. 		
Weekly Cost	R2.500,00	\$ 173,00	€ 90,00
The Breakfast Show 05h00 – 09h00	<ul style="list-style-type: none"> • This show is 4 hours long. • Five days starting the Monday to Friday • Placement before start and at the end of show. • Every half hour during show placement. • Three 25 – 30 second advert placements in every hour of the show. • All promotions of show with sponsors name included. • Choice of genre and music is possible with in the station's policies. 		
Weekly Cost	R 4.000,00	\$ 277,00	€ 240,00
The Morning Show 09h00 – 12h00	<ul style="list-style-type: none"> • This show is 3 hours long. • Five days starting the Monday to Friday • Placement before start and at the end of show. • Every half hour during show placement. • Three 25 – 30 second advert placements in every hour of the show. • All promotions of show with sponsors name included. • Choice of genre and music is possible with in the station's policies. 		
Weekly Cost	R 3.500,00	\$ 242,00	€ 210,00

Exclusive Package:	Benefits:		
The Afternoon Show 12h00 – 16h00	<ul style="list-style-type: none"> • This show is 4 hours long. • Five days starting the Monday to Friday • Placement before start and at the end of show. • Every half hour during show placement. • Three 25 – 30 second advert placements in every hour of the show. • All promotions of show with sponsors name included. • Choice of genre and music is possible with in the station’s policies. 		
Weekly Cost	R4.000,00	\$ 277,00	€ 240,00
The Drivetime Show 16h00 – 20h00	<ul style="list-style-type: none"> • This show is 4 hours long. • Five days starting the Monday to Friday • Placement before start and at the end of show. • Every half hour during show placement. • Three 25 – 30 second advert placements in every hour of the show. • All promotions of show with sponsors name included. • Choice of genre and music is possible with in the station’s policies. 		
Weekly Cost	R4.500,00	\$ 312,00	€ 270,00
The Evening Show 20h00 – 00h00	<ul style="list-style-type: none"> • This show is 4 hours long. • Five days starting the Monday to Friday • Placement before start and at the end of show. • Every half hour during show placement. • Three 25 – 30 second advert placements in every hour of the show. • All promotions of show with sponsors name included. • Choice of genre and music is possible with in the station’s policies. 		
Weekly Cost	R 3.500,00	\$ 242,00	€ 210,00

It is possible to sponsor monthly which needs to be to multiply the cost factor with a factor 3 to give an approximated calculation on the deemed cost for the show sponsorship. This will give the benefit of one week free if selected.

3. On Air Sponsorship and or Paid Airtime:

Name:	Duration:	ZAR	USD	EUR
Interviews, Presentations, etc	5 minutes	R 350,00	\$ 24,00	€ 21,00
Interviews, Presentations, etc	10 minutes	R 580,00	\$ 80,00	€ 35,00
Interviews, Presentations, etc	15 minutes	R 900,00	\$ 62,00	€ 54,00
Interviews, Presentations, etc	30 minutes	R 1.500,00	\$ 104,00	€ 90,00
Interviews, Presentations, etc	60 minutes	R 2.200,00	\$ 152,00	€ 132,00

Special arrangements can be made if required by the advertising client or agency.

4. Basic Billboard introductions or live narrated spots:

This is only possible on live show which can be arranged without upsetting the current program flow.

Name:	ZAR (per Spot)	USD (per Spot)	EUR (per Spot)
Live Narrated Messages	R 50,00	\$ 4,00	€ 3,00
Special Announcements	R 50,00	\$ 4,00	\$ 4,00

5. Social Media Banners and Sponsorship's:

We are currently introducing local events on our web presents, also promoting our region. We have invited locals to submit their musical event which we are currently promoting.

Type:	ZAR	USD (Weekly)	EUR (Weekly)
Banners and special posts	R 30,00	\$ 2,00	€ 1,80
Special Announcements	R 30,00	\$ 2,00	€ 1,80

To run a radio station is an expensive business and after seven years on 'On-Air', have proven great success however it's a costly business

As we have established ourselves in the jungle of the world wide web, we are planning some commercial elements to be featured in future programming. Hosting some well-known DJ's around the world.

In our effort to broadcast a stable link to the net has been very challenging with the local Telkom aged infrastructure has in the past cause lose in signal. We are addressing this issue with our technical staff and companies who are supporting us. Having said that we going to introduce spots and announcements for events and commercial interests soon.

I thank you for your support and for listening to 70vibe-fm

With best regards,

Mark Botes-Lashmar



Station Manager

Terms and Conditions

THE FOLLOWING ARE THE STANDARD TERMS AND CONDITIONS OF 70VIBE-FM A DEVISION OF BL MEDIA INTERNATIONAL

1. DEFINITIONS

- a) "Advertiser" means the person, firm, partnership, company, close corporation or other legal entity by whom or on whose behalf an order for an advertisement booking is placed and includes the successors in title and assignees of such an entity.
- b) "Advertisement copy" means any advertising material submitted by or on behalf of the Advertiser intended for broadcast on 70vibe-fm.
- c) "Advertising Agency" means a person, firm, company or close corporation whose primary business function is to service Advertisers in terms of creative concepts and media planning and /or buying. In this instance, the Advertising Agency will be responsible for payment of all transactions made with Lashmar Media. Broadcasting on behalf of the Advertiser, as the Advertising Agency is deemed to have authority in all matters connected with media buying and the approval of amendment of Advertisement copy.
- d) "ASA" means the Advertising Standards Authority of South Africa
- e) Lashmar Media means Lashmar Media broadcasting,
- f) Lashmar Media means a division of 70vibe-fm.

2. ACCEPTANCE OF TERMS AND CONDITIONS

- a) The placing of an order with Lashmar Media by the Advertising Agency or the Advertiser shall be deemed as acceptance by the Advertising Agency or the Advertiser of these terms and conditions.
- b) No terms or conditions other than those set forth herein shall be binding on Lashmar Media or the Advertising Agency or the Advertiser, save for any variations made by Lashmar Media pursuant to clause 10 of these conditions, and reduced to writing and signed by and on behalf of all parties.

3. ACCEPTANCE OF ADVERTISEMENTS

- a) Lashmar Media, reserves the right to refuse to broadcast any advertisement, or portion thereof, that does not comply with the law of the country including the Advertising Standards Authority of South Africa's codes and directives.
- b) In the event that Lashmar Media exercises its right not to broadcast an advertisement that does not comply with the law, then Lashmar Media shall not be held liable for any costs and/or damages whatsoever incurred and/or suffered by the Advertiser or the Advertising Agency
- c) Lashmar Media at any time may at its discretion and without incurring any liability whatsoever to the Advertiser / Advertising Agency:
 - i) Pull off air the Advertisement copy if required by the ASA or if the Advertisement contains unsuitable material and violates the ASA's Code of Conduct or the ASA's prior rulings or directives.
 - ii) Restrict any repeat broadcast of the same advertisement and provide reasons for such restrictions.
- d) Long format: Durations of 60 seconds or more to be approved by each station prior to booking and broadcast.
- e) All bookings are accepted on the understanding that they will be paid for at the rates in force at the date of the booking.
- f) All advertising must be approved in advance by the acceptances department of Lashmar Media and in English.
- g) Any and all complaints by the Advertiser or the Advertising Agency as regards any aspects of advertisements broadcast on Lashmar Media must be lodged in writing with Lashmar Media within seven (7) days of broadcast and, failing such written complaint within such period, the Advertiser or the Advertising Agency shall be deemed to be satisfied with the broadcast of such advertisement in every respect.
- h) Lashmar Media shall issue confirmation of orders placed to confirm the commercials booked. Lashmar Media shall deem such confirmation of orders as correct unless written advice contrary to such confirmation is received in writing within 10 (ten) working days after the confirmation is issued.

4. DATES/TIMES OF BROADCAST

- a) In the event that Lashmar Media as a result of a force majeure fails to flight an advertisement on the agreed date and at the agreed time, Lashmar Media shall use its best endeavours to compensate the Advertiser or the Advertising Agency. Such compensation shall be given airtime and no credits will be passed.
- b) Should Lashmar Media fail to flight an advertisement for reasons within its control then Lashmar Media shall compensate the Advertising Agency or the Advertiser accordingly and shall inform the Advertising Agency or the Advertiser on how the compensation will be affected. Such compensation shall be given airtime and no credits will be passed.

c) Lashmar Media shall offer to broadcast the compensation during some other suitable period, provided that if any offer of such re-broadcast is not accepted by the Advertising Agency/the Advertiser, the Advertising Agency/the Advertiser shall have no further claims against Lashmar Media for any expenses and/or damages the Advertising Agency or the Advertiser incurred as a result thereof.

5. DEADLINES

a) Recorded advertisement material and/or all copies of "live read" advertisements and all necessary clearances must be delivered to Lashmar Media no less than three (3) days before date of flighting.

b) Lashmar Media shall not be liable for non-flighting of advertisements where the Advertising Agency or the Advertiser has failed to deliver their recorded material and/or all copies for "live read" advertisements within the stipulated time namely not less than three days before the date of flighting.

c) While all efforts will be made to accommodate bookings, please take note that Lashmar Media's logs close at 11am each day for the following day's broadcast. Note that on Friday logs close at 11am for the week-end and the following Monday.

6. CANCELLATION

a) Any booking may be cancelled by either side, provided that notice in writing is received by Lashmar Media or the Advertising Agency or the Advertiser as the case may be, not less than twenty-eight (28) days before the scheduled broadcast date.

b) If the cancellation is made by the Advertising Agency / the Advertiser less than twenty-eight (28) days before the scheduled broadcast date then the Advertising Agency/the Advertiser shall be liable for the cost of the full booking.

c) In instances where the Advertising Agency or the Advertiser commissions Lashmar Media to produce the advertisement, then the Advertising Agency or the Advertiser shall be responsible for all production costs incurred by Lashmar Media from the time of commissioning up to the time of cancellation.

7. MATERIAL AND PROPERTY LIABILITY

Lashmar Media shall not be liable for any loss, damage or delay in delivery of recordings, scripts or other material that is supplied by either the Advertising Agency or the Advertiser except those instances where Lashmar Media has received and signed for receipt of the Advertising Agency or the Advertiser's material.

8. ACCOUNTS

Payment of cash accounts is due without deduction three (3) days prior to the broadcasting of the advertisement, unless the Advertising Agency or the Advertiser has been granted credit facilities with Lashmar Media Broadcasting in which case: -

i) Rates are based on a 30 second recorded commercial and EXCLUDE VAT.

j) Rates are NET of agency commission.

k) Accounts payable by an Advertising Agency shall be paid not later than forty-five (45) days from date of statement.

l) Accounts payable by the Advertiser shall be paid not later than thirty (30) days from date of statement.

m) The existence of a query on any individual item reflected on an account shall not affect the due date of payment of the balance of the account.

n) Interest shall accrue at the rate of 2% per month on all overdue amounts.

o) In the event of BL Media Broadcasting having to instruct its attorneys to enforce any of the provisions contained herein, the Advertising Agency/the Advertiser shall be responsible for costs incurred on the attorney and client scale and shall further be responsible for collection commission on payments to be recovered.

9. WARRANTIES AND INDEMNITIES

a) The Advertiser / the Advertising Agency on behalf of the Advertiser (its principal) and on its own behalf warrants that:

i) It is responsible for obtaining and paying for all necessary licences and consents for the broadcast of any advertising copyright material contained, or the inclusion of reference to any person in the advertisement.

ii) No advertisement copy will breach the copyright or other rights of or be defamatory of any third party.

b) The Advertising Agency / the Advertiser indemnifies and holds Lashmar Media harmless against all claims of whatever nature arising from any breach of the above warranties in consequence of the use, recording or broadcasting of any advertisement copy or matter supplied by and broadcast for the Advertiser or the Advertising Agency. However, the Advertiser will not be liable under the indemnity to the extent such claims arise from the negligence, intentional misconduct or bad faith of Lashmar Media.

10. CHANGES OF RATES AND CONDITIONS

a) Lashmar Media reserves the right to change the advertisement rates, time segments, classification and any of these terms and conditions by no less than thirty (30) days' notice and in the event of such a change, the rates payable and the terms and conditions applicable shall be those in force at the time of broadcast.

b) Lashmar Media may from time to time make special changes and/or condition certain types of advertisements or for bookings at certain specific periods.