



# Radio Advertising Production & Media Rate Guide 2020



IN PARTNERSHIP WITH

**Hindvani**  
91.5 FM DURBAN 102.3 FM PBE



# VoiceArtistKav.com

THE VOICE THAT PAINTS A THOUSAND PICTURES



## PRODUCTION RATE CARD

These are the rates charged by *Voice Artist Kav's* independent studio to record and produce your radio advert. Select a package below if you need a quote for a new advert created from scratch.

All advert packages are quoted on a 30 second format. See the next page for media rates to get your advert played on air.

All voice recordings are charged at a flat rate of R550.00 per voice + the cost of production below\*

### Package 1

*No music or SFX (only recorded read)*  
= R500

### Package 2

*With music or SFX*  
= R1,000

### Package 3

*Full music and SFX*  
= R1,200

### Optional Rates

#### Re-recording

*If re-recording your advert due to a complete script change*  
= R1,500

#### Pickups

*Any minor tweak to an existing ad, but not a full script change and re-recording (eg: price change)*  
= R250

#### Scripting

*The above rates are all assuming you will provide a script. Request this item if you need a new advert concept scripted from scratch. A script brief will be issued to you for further campaign details.*  
= R1,000

#### **\*Please Note:**

- Additional voices for any advert will be charged for at the full rate.
- Final production costs will be signed off upon final script being provided/approved by client.



## MEDIA RATE CARD

These are the rates charged for the show slots available on air at Hindvani. Decide which time slots you'd like to book to best suit your brand and you will receive a quote to flight your ad on air. I'll then put you in touch with a personal Sales Manager at the radio station to support with your campaign.

Not sure what's the best time slot for YOUR brand? Contact me and we can discuss a media plan that suits your business the best.

All advert rates are quoted on a 30 second advert. Rates below are valid for 1 March 2020 to 31 December 2020.

Mon to Fri	RPS*	Saturday	Sunday	RPS*	
06h00 to 07h00	R315.00 R10.50	06h00 to 08h00	R315.00	06h00 to 08h00	R315.00 R10.50
07h00 to 10h00	R536.00 R17.87	08h00 to 12h00	R473.00	08h00 to 12h00	R473.00 R15.77
10h00 to 13h00	R473.00 R15.77	12h00 to 14h00	R410.00	12h00 to 14h00	R410.00 R13.67
13h00 to 16h00	R410.00 R13.67	14h00 to 16h00	R410.00	14h00 to 16h00	R410.00 R13.67
16h00 to 18h00	R536.00 R17.87	16h00 to 18h00	R473.00	16h00 to 18h00	R473.00 R15.77
18h00 to 19h00	R315.00 R10.50	18h00 to 21h00	R315.00	18h00 to 21h00	R315.00 R10.50
19h00 to 20h00	R315.00 R10.50	21h00 to 00h00	R315.00	21h00 to 00h00	R315.00 R10.50
20h00 to 06h00	R315.00 R10.50	00h00 to 06h00	R315.00	00h00 to 06h00	R315.00 R10.50

**\*Please Note:**

- Trading terms and conditions apply. See Hindvani policy on their website.
- \* RPS means "Rate per second"