

2016

# Asset Media is a Level Three BEE Contributor

STUDENT RADIO



Unparalleled Exposure



# SA Student Radio



## Bay FM

Broadcasts: Port Elisabeth with a radius of 100km  
 Estimated listeners: 100 000;  
 Facebook: 6 136 likes; Twitter: 2 989 followers



## KovsieFM 97.0 – University of Free State

Broadcasts: Bloemfontein with a radius of about 80km  
 Estimated listeners: 20 000;  
 Facebook: 12 530 likes; Twitter: 3 606 followers



## MFM 92.6 - Stellenbosch University

Broadcasts: Across Stellenbosch  
 Estimated listeners: > 35 000;  
 Facebook: 31 996 likes; Twitter: 9 719 followers



## PUKfm 93.6 – North West University

Broadcasts: Potchefstroom with a radius of about 15km  
 Estimated listeners: 18 000  
 Facebook: 7 912 likes; Twitter: 5 437 followers



## RMR – Rhodes University

Broadcasts: Grahamstown and 50km radius outside of the city  
 Estimated listeners: 12 000  
 Facebook: 2 769 likes; Twitter: 2 385



## Tshwane FM 93.6 – Tshwane University of Technology

Broadcasts: Greater Tshwane, Centurion, Midrand and parts of northern Johannesburg  
 Estimated listeners: 43 000; Facebook: 2 436; Twitter: 4 107



## Tuks FM 107.2 - University of Pretoria

Broadcasts: across Gauteng  
 Estimated listeners: > 50 000  
 Facebook: 59 964; Twitter: 32 700 followers



## UCT Radio 104.5FM - University of Cape Town

Broadcasts: Cape Town northern + southern suburbs + Cape Flats  
 Estimated listeners: 35 000  
 Facebook: 4 307 likes; Twitter: 6 306 followers



## UJ FM – University of Joburg

Broadcasts: Johannesburg with 60km radius from Auckland Park  
 Estimated listeners: 15 000  
 Facebook: 7 734 likes; Twitter: 8 767 followers



## VOW FM 88.1 - University of Witwatersrand

Broadcasts: Johannesburg from Braamfontein recently upgraded to 30-40km radius  
 Estimated listeners: 11 000 Facebook 10 319; Twitter: 6 943



## VUT FM - Vaal University of Technology

Broadcasts: Vanderbijl Park area.  
 Estimated Listeners: 135 000  
 Facebook 3986 likes; Twitter: 319 followers.

## Total student radio reach:

Estimated listeners: > 474,000 listeners  
 Facebook reach: 150.802 likes  
 Twitter reach: 83,419 followers



# SA Student Radio

## 30" recorded advert - weekdays

Time Slot	BayFM	KovsieFM	MFM	PUKfm	RMR	Tshwane	Tuks FM	UCT Radio	UJFM	VOW FM	VUT FM
Breakfast	R748	R350	R743	R150	R524	R280	R800	R479	R360	R408	R750
Mid morning	R748	R300	R594	R120	R408	R220	R400	R359	R228	R408	R675
Lunch	R748	R300	R616	R140	R524	R230	R400	R419	R264	R408	R500
Early afternoon	R748	R300	R506	R140	R524	R230	R400	R419	R360	R408	R750
Afternoon drive	R748	R350	R743	R130	R408	R250	R700	R479	R360	R408	R390
Early evening	R748	R350	R594	R130	R408	R220	R400	R359	R228	R408	R675
Late night	R500	R300	R616	R120	R233	R200	R200	R419	R96	R408	R320
Graveyard	R374	R150	R237	N/A	N/A	R160	R200	NA	N/A	R408	R320

## 30" recorded advert - weekends

Time Slot	BayFM	KovsieFM	MFM	PUKfm	RMR	Tshwane	Tuks FM	UCT Radio	UJFM	VOW FM	VUT FM
Breakfast	R748	R250	R446	R130	R524	R150	R400	R359	R264	R408	R750
Mid morning	R748	R200	R594	R100	R408	R150	R600	R359	R228	R408	R675
Lunch	R748	R150	R446	R120	R524	R150	R600	R419	R360	R408	R500
Early afternoon	R748	R150	R446	R120	R524	R150	R300	R419	R360	R408	R750
Afternoon drive	R748	R200	R446	R110	R408	R130	R300	R419	R228	R408	R390
Early evening	R748	R350	R594	R110	R408	R130	R300	R419	R228	R408	R675
Late night	R500	R300	R446	R100	R233	R100	R200	R359	R96	R408	R320
Graveyard	R374	R150	R237	N/A	N/A	R100	R200	N/A	N/A	R 408	R320

## 30" live reads - weekdays

Time Slot	BayFM	KovsieFM	MFM	PUKfm	RMR	Tshwane	Tuks FM	UCT Radio	UJFM	VOW FM	VUT FM
Breakfast	R1120	R350	R 675	R195	R350	R280	R950	R 479	R360	R408	750
Mid morning	R1120	R300	R 540	R165	R291	R220	R500	R 359	R228	R408	675
Lunch	R1120	R300	R 560	R185	R350	R230	R500	R 419	R264	R408	500
Early afternoon	R1120	R300	R 460	R185	R350	R230	R500	R 419	R360	R408	750
Afternoon drive	R1120	R350	R 675	R175	R291	R250	R800	R 479	R360	R408	390
Early evening	R1120	R350	R 540	R175	R291	R220	R800	R 359	R228	R408	675
Late night	R748	R300	R 560	R165	R175	R200	R500	R 419	R96	R408	320
Graveyard	R560	R150	R 215	N/A	N/A	R160	R250	N/A	N/A	R 408	320

## 30" live reads - weekends

Time Slot	BayFM	KovsieFM	MFM	PUKfm	RMR	Tshwane	Tuks FM	UCT Radio	UJFM	VOW FM	VUT FM
Breakfast	R1120	R250	R405	R175	R350	R150	R500	R 359	R264	R408	R750
Mid morning	R1120	R200	R540	R145	R291	R150	R750	R 359	R228	R408	R675
Lunch	R1120	R150	R405	R165	R350	R150	R750	R 419	R360	R408	R500
Early afternoon	R1120	R150	R405	R165	R350	R150	R350	R 419	R360	R408	R750
Afternoon drive	R1120	R200	R405	R155	R291	R130	R350	R 419	R228	R408	R390
Early evening	R1120	R350	R540	R155	R291	R130	R350	R 419	R228	R408	R675
v	R748	R300	R405	R145	R175	R100	R250	R 359	R96	R408	R320
Graveyard	R560	R150	R215	N/A	N/A	R100	R250	N/A	N/A	R 408	R320

\* UCT Radio rates increase in April

NB: Rates exclude VAT and agency commission. Custom quotes, competitions and interviews available on request.



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