



## RATES

WEEKDAYS	Mon - Fri
05h00 - 06h00	-
06h00 - 09h00	535.00
09h00 - 12h00	386.00
12h00 - 14h00	335.00
14h00 - 16h00	335.00
16h00 - 18h00	535.00
18h00 - 20h00	289.00
20h00 - 22h00	289.00
22h00 - 24h00	195.00
24h00 - 05h00	-
WEEKENDS	Sat/Sun
05h00 - 06h00	-
06h00 - 09h00	382.00
09h00 - 12h00	335.00
12h00 - 14h00	319.00
14h00 - 16h00	319.00
16h00 - 18h00	386.00
18h00 - 20h00	289.00
20h00 - 22h00	289.00
22h00 - 24h00	113.00
24h00 - 05h00	-
<b>Material Req.</b>	CD OR MP3
<b>Special Instructions</b>	None
<b>Restrictions</b>	None

**FREQUENCY** 98.0 FM

### COVERAGE AREAS

100km Radius around Durban, reaching Inanda, KwaMashu, Durban North, Umhlanga, Tongaat, Phoenix, Newlands, Umgababa, Amanzimtoti, IsiPingo, Chatsworth, Kwa-Makhutha, Umlazi Township & Scottburgh.

**LSM GROUP** 1 - 7

**AGE GROUP** 24 - 49

**MALE/FEMALE LISTENERS** Equal Ratio

**BROADCAST HOURS / DAYS** 06h00 – 24h00

**BROADCAST LANGUAGES** Zulu 90%, English 10%

**TARGET MARKET** From high school learners to young professionals. Black 80%, Coloured 15%, Asian 4%, White 1%

**PROGRAMME FORMAT/ GENERAL INFO** Talk 60%, Music 40%

**LISTENERSHIP FIGURES** 143 000 RAMS FEB 2011

