



FREQUENCY	Various, see below
COVERAGE AREAS	Rustenburg, Swartruggens 89.8, Zeerust 93.5, Mmabatho/Mafikeng, Lichtenburg 91.8, Ventersburg, Klerksdorp, Schweizer Reineke, Vryburg, Taung 91.9.
LSM GROUP	4 – 8
AGE GROUP	25 – 45
MALE/FEMALE LISTENERS	Equal ratio
BROADCAST HOURS / DAYS	24/7
BROADCAST LANGUAGES	English & Tswana
TARGET MARKET	Educated middle class young adults
PROGRAMME FORMAT/ GENERAL INFO	60% Music, 40% Talk
LISTENERSHIP FIGURES	761 000 RAMS FEB 2011

RATES

WEEKDAYS	Mon - Fri
02h00 – 05h00	210.00
05h00 – 06h00	300.00
06h00 – 10h00	1660.00
10h00 – 14h00	910.00
14h00 – 18h00	1550.00
18h00 – 19h00	1440.00
19h00 – 22h00	490.00
22h00 – 02h00	350.00
WEEKENDS	Sat/Sun
02h00 – 05h00	300.00
05h00 – 06h00	400.00
06h00 – 10h00	1100.00
10h00 – 14h00	1600.00
14h00 – 18h00	800.00
18h00 – 22h00	600.00
22h00 – 02h00	350.00
Material Req.	CD OR MP3
Special Instructions	None
Restrictions	None

