



### RATES

WEEKDAYS	Mon - Fri
05h00 - 06h00	436.00
06h00 - 09h00	436.00
09h00 - 12h00	284.00
12h00 - 14h00	376.00
14h00 - 16h00	376.00
16h00 - 18h00	436.00
18h00 - 20h00	436.00
20h00 - 22h00	436.00
22h00 - 24h00	284.00
24h00 - 05h00	-
WEEKENDS	Sat/Sun
05h00 - 06h00	436.00
06h00 - 09h00	436.00
09h00 - 12h00	284.00
12h00 - 14h00	376.00
14h00 - 16h00	376.00
16h00 - 18h00	436.00
18h00 - 20h00	436.00
20h00 - 22h00	436.00
22h00 - 24h00	284.00
24h00 - 05h00	-
Material Req.	CD or MP3
Special Instructions	None
Restrictions	None

<b>FREQUENCY</b>	88.4 MHz FM
<b>COVERAGE AREAS</b>	Bushbuckridge & surrounding areas, including Hoespruit, Sabie, Hazyview, Kruger National Park, Waterval Boven, Nelspruit, Pilgrims Rest, Lydenburg & Graskop. Touches Komatipoort, Barberton & Machadodorp
<b>LSM GROUP</b>	1 - 8
<b>AGE GROUP</b>	18 - 35
<b>MALE/FEMALE LISTENERS</b>	Equal ratio
<b>BROADCAST HOURS / DAYS</b>	24/7
<b>BROADCAST LANGUAGES</b>	N Sotho (50%), Tsonga (40%), English & Swazi (10%)
<b>TARGET MARKET</b>	Programming is aimed at the multilingual listener in the area
<b>PROGRAMME FORMAT/ GENERAL INFO</b>	Music 55% & Talk 45%
<b>LISTENERSHIP FIGURES</b>	117 000 RAMS DEC 2010

