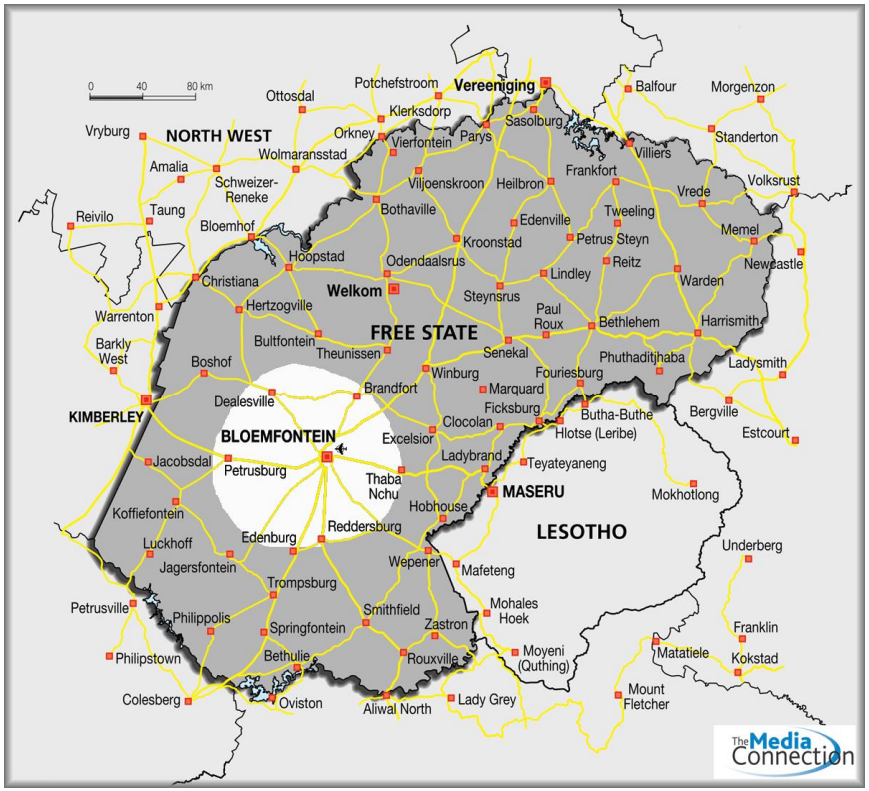

FREQUENCY	107.4 MHz FM
COVERAGE AREAS	Bloemfontein, Reddersburg, Edenburg, Dewetsdorp, Thaba Nchu, Clocolan, Brandfort, Marquard, Winburg, Petrusburg, Theunissen, Bultfontein & Virginia. Also covers most of Maseru in Lesotho
LSM GROUP	1 - 8
AGE GROUP	16 – 49
MALE/FEMALE LISTENERS	Women 52%, Men 48%
BROADCAST HOURS / DAYS	24/7
BROADCAST LANGUAGES	Sesotho, English, Xhosa, Tswana
TARGET MARKET	Black community
PROGRAMME FORMAT/ GENERAL INFO	Talk 60%, Music 40%
LISTENERSHIP FIGURES	183 000 RAMS FEB 2011

MOSUPATSELA FM STEREO 107.4 MHz

RATES

WEEKDAYS	Mon - Fri
05h00 - 06h00	290.00
06h00 - 09h00	380.00
09h00 - 12h00	300.00
12h00 - 14h00	300.00
14h00 - 16h00	380.00
16h00 - 18h00	380.00
18h00 - 20h00	290.00
20h00 - 22h00	290.00
22h00 - 24h00	150.00
24h00 - 05h00	150.00
WEEKENDS	**Sat/Sun**
05h00 - 06h00	290.00
06h00 - 09h00	380.00
09h00 - 12h00	300.00
12h00 - 14h00	300.00
14h00 - 16h00	380.00
16h00 - 18h00	380.00
18h00 - 20h00	290.00
20h00 - 22h00	290.00
22h00 - 24h00	150.00
24h00 - 05h00	150.00
Material Req.	CD or MP3
Special Instructions	None
Restrictions	None

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