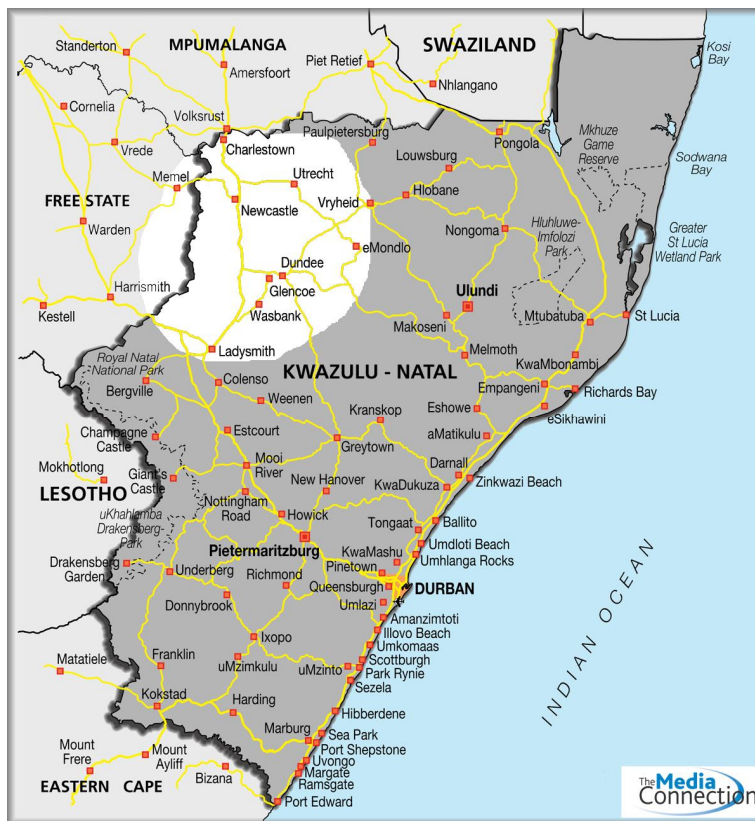


RADIO NEWCASTLE



RATES

WEEKDAYS	Mon - Fri	
05h00 - 06h00	465.00	
06h00 - 09h00	721.00	
09h00 - 12h00	618.00	
12h00 - 14h00	618.00	
14h00 - 16h00	618.00	
16h00 - 18h00	721.00	
18h00 - 20h00	721.00	
20h00 - 22h00	721.00	
22h00 - 24h00	465.00	
24h00 - 05h00	465.00	
WEEKENDS	Sat	Sun
05h00 - 06h00	618.00	618.00
06h00 - 09h00	721.00	618.00
09h00 - 12h00	721.00	618.00
12h00 - 14h00	721.00	618.00
14h00 - 16h00	721.00	618.00
16h00 - 18h00	721.00	618.00
18h00 - 20h00	618.00	618.00
20h00 - 22h00	618.00	618.00
22h00 - 24h00	618.00	618.00
24h00 - 05h00	618.00	618.00
Material Req.	CD OR MP3	
Special Instructions	None	
Restrictions	None	

FREQUENCY	103.7 FM
COVERAGE AREAS	Broadcasts to Newcastle, Utrecht, Volksrust, Nqutu, Dundee, Glencoe, Ladysmith & surrounding areas. Also touches parts of Standerton & Vryheid.
LSM GROUP	1 – 10 – majority in LSM 6 - 8
AGE GROUP	16 – 65
MALE/FEMALE LISTENERS	Men 60%, Women 40%
BROADCAST HOURS / DAYS	24/7
BROADCAST LANGUAGES	Zulu 80%, English 20%
TARGET MARKET	Multicultural community
PROGRAMME FORMAT/ GENERAL INFO	Talk 70%, Music 30%
LISTENERSHIP FIGURES	152 000 RAMS FEB 2011

