



QWAQWA RADIO



RATES

WEEKDAYS	Mon - Fri
05h00 - 06h00	291.00
06h00 - 09h00	341.00
09h00 - 12h00	291.00
12h00 - 14h00	291.00
14h00 - 16h00	325.00
16h00 - 18h00	341.00
18h00 - 20h00	325.00
20h00 - 22h00	247.00
22h00 - 24h00	247.00
24h00 - 05h00	247.00
WEEKENDS	Sat/Sun
05h00 - 06h00	291.00
06h00 - 09h00	341.00
09h00 - 12h00	291.00
12h00 - 14h00	291.00
14h00 - 16h00	325.00
16h00 - 18h00	341.00
18h00 - 20h00	325.00
20h00 - 22h00	247.00
22h00 - 24h00	247.00
24h00 - 05h00	247.00
Material Req.	CD or MP3
Special Instructions	None
Restrictions	No liquor, tobacco or pornography

FREQUENCY	100.3 FM
COVERAGE AREAS	QwaQwa, Kestel, Harrismith, Bergville, Swinburne, Clarens, Golden Gate & Bethlehem
LSM GROUP	3 - 6
AGE GROUP	All
MALE/FEMALE LISTENERS	Equal ratio
BROADCAST HOURS / DAYS	24/7
BROADCAST LANGUAGES	Sesotho, English
TARGET MARKET	Entire community
PROGRAMME FORMAT / GENERAL INFO	Talk 60%, Music 40%
LISTENERSHIP FIGURES	177 000 RAMS FEB 2011

