



UPENDO FM RADIO RATE CARD

Adverts

TIME RANGE	CATEGORY	15 Seconds	30 Seconds	45 Seconds	60 Seconds
Time (a) 06:00 Am – 09:00 Am	A	40,000/=	60,000/=	80,000/=	100,000/=
Time (b) 09:01 Am – 18:00 Pm	B	35,000/=	55,000/=	75,000/=	95,000/=
Time (c) 18:01 – 21:00 Pm	C	40,000/=	60,000/=	80,000/=	100,000/=
Time (d) 21:01 Pm – 00:00 Pm	D	30,000/=	45,000/=	60,000/=	80,000/=

Airtime Programme

TIME RANGE	CATEGORY	15 Minutes	30 Minutes	45 Minutes	60 Minutes
Time: 06:00 Am – 00:00 Pm	E	150,000/=	250,000/=	300,000/=	350,000/=

Programme Sponsorship

TIME RANGE	CATEGORY	15 Minutes	30 Minutes	45 Minutes	60 Minutes
Package per programme	F	150,000/=	200,000/=	250,000/=	300,000/=

Special Offer

TIME RANGE	CATEGORY	1 Day	2 Days	3 Days	1 Week(4-7Days)
Time: 06:00 Am – 00:00 Pm	G	100,000/=	200,000/=	300,000/=	400,000/=

- Casual Adverts/Announcements 20,000/=
- Death Announcements 5,000/=
- Live Outside broadcasting (OB Van) by using live coverage equipments can be hired for competitive rate.
- Production Costs in Studio will depend on type of Adverts or Programmes.
- Programme Sponsorship per 15 minutes, 30 Minutes, 45 Minutes or 60 Minutes; package is done at Opening and Closing billboard, Mentions, Brand Talk, 3 Spots

UPENDO NEWSPAPER RATE CARD

Description	Size	F/ Colour	Black/White
Full page	26cm x30cm	1,000,000/=	800,000/=
Half page	26cm x15cm	500,000/=	400,000/=
Quarter page	13cm x 15cm	300,000/=	250,000/=
1/8 page	8cm x 12cm	150,000/=	150,000/=
Front page strip	3cm x 30cm	250,000/=	250,000/=
Back page strip	3cm x 30cm	200,000/=	200,000/=
Center spread		2,000,000/=	2,000,000/=

All artworks should be submitted in soft copies in the following formats

1. Microsoft Word (Text Only)
2. JPEG, EPS, TIFF

Booking Deadline is 12.00noon 2days before publication date.

NOTE: Enjoy 30% of supplement for 2pages

- Enjoy 25% Obituary, death announcement
- Enjoy 25% Sendoff, Gospel Musicians, Weddings etc