



## Malawi Broadcasting Corporation

Corporate Office: The Broadcasting House  
P.O. Box 30133  
Chichiri, Blantyre 3  
Tel: 01 880 077/ 01 875 587  
Fax: 01 874 726/ 01 875 587

Central Region: Northern Region:  
City Centre Mzuzu Studios  
Plaza House P.O. Box 61  
P.O. Box 162 Mzuzu  
Lilongwe Tel: 01 310 134/ 01 310 630  
Tel: 01 776 803 Fax: 01 310 134  
Fax: 01 776 803

### RATE CARD FOR RADIO SERVICES: EFFECTIVE 1 JULY 2017

#### ADVERTISING SLOTS

##### 60 SECONDS PRIME TIME (05:00 - 22:00 hrs)

	Normal Spot	Fixed Time	News Adjacency	Off Peak Rate*	VENDORS Standard Rate
Air Time	9,000.00	13,176.00	17,568.00	4,500.00	4,000.00
16.5% VAT	1,485.00	2,174.04	2,898.72	742.50	660.00
<b>TOTAL</b>	<b>10,485.00</b>	<b>15,350.04</b>	<b>20,466.72</b>	<b>5,242.50</b>	<b>4,660.00</b>

##### 30 SECONDS

	Normal Spot	Fixed Time	News Adjacency	Off Peak Rate	VENDORS Standard Rate
Air Time	5,500.00	7,027.20	8,784.00	2,986.56	2,600.00
16.5% VAT	907.50	1,159.49	1,449.36	492.78	429.00
<b>TOTAL</b>	<b>6,407.50</b>	<b>8,186.69</b>	<b>10,233.36</b>	<b>3,479.34</b>	<b>3,029.00</b>

\* NOTE: (1) Off Peak is between 22:00 hrs and 05:00 hrs

#### SPECIAL PROGRAMMES/ INFORMERCIALS

	60 Minutes	30 Minutes	20 Minutes	15 Minutes	10 Minutes	5 Minutes
Air Time	210,000.00	175,000.00	140,544.00	124,400.00	87,840.00	60,000.00
16.5% VAT	34,650.00	28,875.00	23,189.76	20,526.00	14,493.60	9,900.00
<b>TOTAL</b>	<b>244,650.00</b>	<b>203,875.00</b>	<b>163,733.76</b>	<b>144,926.00</b>	<b>102,333.60</b>	<b>69,900.00</b>

#### SPONSORED PROGRAMMES

	60 Minutes	30 Minutes	20 Minutes	15 Minutes	10 Minutes	5 Minutes
Air Time	130,000.00	117,120.00	102,480.00	87,840.00	65,880.00	51,240.00
16.5% VAT	21,450.00	19,324.80	16,909.20	14,493.60	10,870.20	8,454.60
<b>TOTAL</b>	<b>151,450.00</b>	<b>136,444.80</b>	<b>119,389.20</b>	<b>102,333.60</b>	<b>76,750.20</b>	<b>59,694.60</b>

Note:(2) Off Peak programs will be charged at 50% of Prime Time Rate

#### PRODUCTION CHARGES

Adverts	Description	Duration	Charges	Programs	Duration	Charges
	<b>Vendors</b>	Max 60 Sec	5,000.00	N/A	5 - 10 Min	58,560.00
	<b>Press Release</b>	Min 60 Sec	15,000.00	N/A	15 - 20 Min	80,520.00
	<b>Voice over Advert</b>	Max 60 Sec	60,000.00	N/A	30 - 60 Min	130,000.00
	<b>Jingle</b>	Max 60 Sec		N/A		

#### FOOTBALL MATCHES

#### OUT SIDE BROADCASTING ( Air time only)

Description	Charges	Duration	Charges
Local	366,000.00	30 Minutes	183,000.00 / part thereof
International	732,000.00	60 Minutes	260,000.00

#### TOTAL COSTS FOR OUTSIDE BROADCASTING

Total Costs for Football Matches and all other Outside Broadcasts will be determined by Airtime plus other variable Costs which vary due to Distance and some other Technicalities.

#### SPECIAL EVENTS AND PROMOTIONS

Rates for Special events and promotions will be provided upon request as would be the case from time to time.

SALES EXECUTIVE: NOEL CHINKWENDE 0888 957 842 nkwend6@gmail.com/nkwende6@yahoo.com



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**RATE CARD FOR TELEVISION SERVICES: EFFECTIVE 1 JULY 2017**

**ADVERTISING SLOTS**

**STANDARD/ DAY TIME**

	60 Seconds	45 Seconds	30 Seconds	15 Seconds
Air Time	36,600.00	26,352.00	21,960.00	15,000.00

**PRIME TIME**

	60 Seconds	45 Seconds	30 Seconds	15 Seconds
Air Time	58,560.00	42,700.00	36,600.00	29,280.00

**NEWS ADJACENT ADVERTS - DAY TIME**

Description	60 Seconds	45 Seconds	30 Seconds	15 Seconds
Before News	43,920.00	36,600.00	29,280.00	21,960.00
Mid News	51,240.00	43,920.00	36,600.00	29,280.00
After News	36,600.00	29,280.00	21,960.00	14,640.00
Scroller	43,920.00			
News Sponsors	87,840.00	Before, Mid & After news mentions plus 30 sec. Ad		

**NEWS ADJACENT ADVERTS - PRIME TIME**

Description	60 Seconds	45 Seconds	30 Seconds	15 Seconds
Before News	87,840.00	60,000.00	51,240.00	36,600.00
Mid News	118,800.00	87,840.00	73,200.00	58,560.00
After News	72,600.00	51,240.00	43,920.00	29,280.00
Scroller	95,000.00			
News Sponsors	160,000.00	Before, Mid & After news mentions plus 30 sec. Ad		

\* NOTE: (1) ALL the advertising rates above are VAT exclusive

**SPECIAL PROGRAMMES/ INFORMERCIALS - PRIME TIME**

	60 Minutes	30 Minutes	20 Minutes	15 Minutes	10 Minutes	5 Minutes
Air Time	966,240.00	300,000.00	217,800.00	175,680.00	158,400.00	99,000.00
16.5% VAT	159,429.60	49,500.00	35,937.00	28,987.20	26,136.00	16,335.00
<b>TOTAL</b>	<b>1,125,669.60</b>	<b>349,500.00</b>	<b>253,737.00</b>	<b>204,667.20</b>	<b>184,536.00</b>	<b>115,335.00</b>

**SPONSORED PROGRAMMES - PRIME TIME**

	60 Minutes	30 Minutes	20 Minutes	15 Minutes	10 Minutes	5 Minutes
Air Time	396,000.00	231,000.00	158,400.00	125,400.00	99,000.00	79,200.00
16.5% VAT	65,340.00	38,115.00	26,136.00	20,691.00	16,335.00	13,068.00
<b>TOTAL</b>	<b>461,340.00</b>	<b>269,115.00</b>	<b>184,536.00</b>	<b>146,091.00</b>	<b>115,335.00</b>	<b>92,268.00</b>

**SPONSORED & SPECIAL PROGRAMMES - DAY/ STANDARD TIME & OFF PEAK TIMES**

	60 Minutes	30 Minutes	20 Minutes	15 Minutes	10 Minutes	5 Minutes
Air Time	197,640.00	117,120.00	80,520.00	65,880.00	43,920.00	29,280.00
16.5% VAT	32,610.60	19,324.80	13,285.80	10,870.20	7,246.80	4,831.20
<b>TOTAL</b>	<b>230,250.60</b>	<b>136,444.80</b>	<b>93,805.80</b>	<b>76,750.20</b>	<b>51,166.80</b>	<b>34,111.20</b>

\* NOTE: (3) Day time (Standard) is between 09:00 hrs and 17:00hrs; Prime time is between 6:00am to 8:00am, and 17:00hrs to 22:00hrs; Off Peak is between 22:00 hrs and 06:00 hrs

**IN HOUSE PRODUCTION CHARGES**

Description	Duration	Charges	PROGRAMMES			
			ADVERTS	Programs	Duration	Charges
Press Release/ Notice	Max 60 Sec	50,000.00			5 to 15 Min	73,200.00
Advert	Max 60 Sec	270,840.00			20 to 30 Min	117,120.00
Scroller/ Logo	Max 60 Sec	36,600.00			30 to 60 Min	146,400.00

\* NOTE: (4) ALL the production charges above are VAT exclusive

**SPECIAL COMMISSIONED PRODUCTIONS/ DOCUMENTARIES**

	60 Minutes	30 Minutes	20 Minutes	15 Minutes	10 Minutes	5 Minutes
Production	366,000.00	256,200.00	219,600.00	183,000.00	146,400.00	109,800.00
16.5% VAT	60,390.00	42,273.00	36,234.00	30,195.00	24,156.00	18,117.00
<b>TOTAL</b>	<b>426,390.00</b>	<b>298,473.00</b>	<b>255,834.00</b>	<b>213,195.00</b>	<b>170,556.00</b>	<b>127,917.00</b>

**TOTAL COSTS FOR OUTSIDE BROADCASTING**

5) Total Costs for Football Matches and all other Outside Broadcasts will be determined by Airtime plus other variable

Costs which depend on Distance to venue location and other Production and Administrative Technicalities.

6) Handling fees of K7,000.00 is chargeable per program or advert

**SPECIAL EVENTS AND PROMOTIONS**

7) Rates for Special events and promotions will be provided upon request as would be the case from time to time.

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