

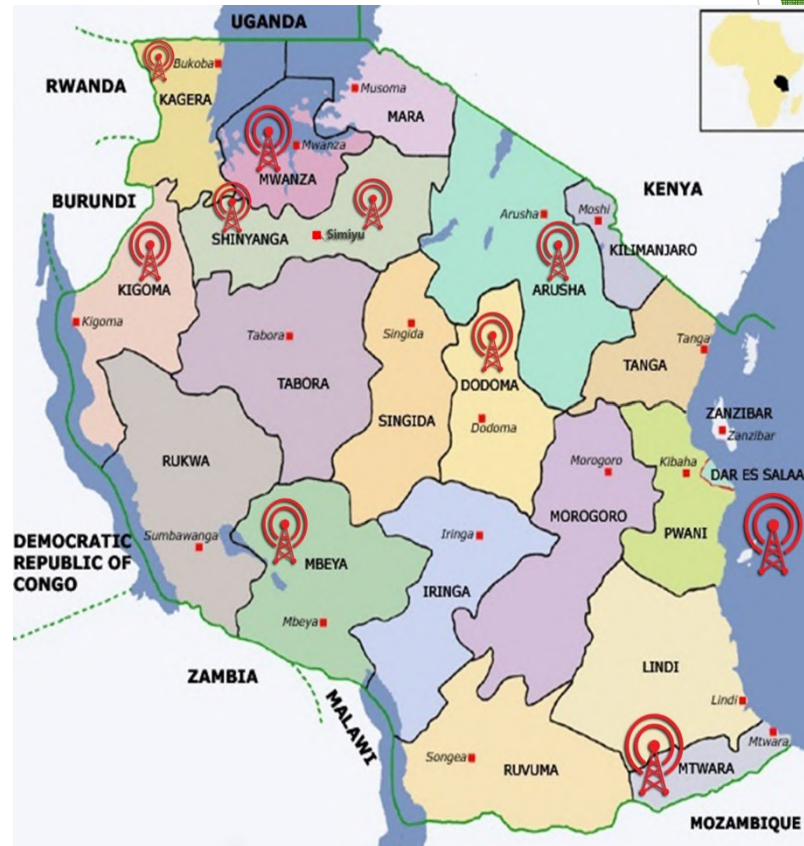


SIBUKA
MEDIA LIMITED

- ▶ **The Profile**
- ▶ **Rate card**

OUR COVERAGE - Radio Frequency distribution

1. 104.9 Shinyanga
2. 92.6 Bukoba
3. 97.6 Kigoma
4. 95.5 Mwanza
5. 97.6 Mbeya
6. 96.2 Mtwara
7. 92.0 Dodoma
8. 104.6 Arusha
9. 97.0 Simiyu
10. Dar es Salaam



Our Programmes

- ▶ The programmes range from Tanzania lifestyle and culture, news, commercial, tele-shopping, family entertainment including ‘Bongo Movies’, sports, knowledge, history, gospel, Islamic teachings, talk shows, inspirational seminars, music and many more. SIBUKA programmes focus all groups of people from youth to adults, men and woman.
- ▶ At least 50% of all radio programmes are information and educational based while the remaining 50% are sports, culture and entertainment.
- ▶ **Airtime is mainly divided into 4 slots as follows**
 - between 06h00 to 13h00 ----- information and education
 - 13h00 to 16h00 -----entertainment and culture
 - 16h00 to 22h00 -----sports, news and information
 - 01h00 to 06h00 ----- entertainment

PRICE SCHEDULE RADIO AND TV

SN	PROGRAM	TIMING	TV RATES (TZS) HOUR/MONTH FROM..	RADIO RATES (TZS) HOUR/MONTH FROM..
1	Morning program Pambako	06:00-09:00	25,000,000.00	15,000,000.00
2	Mid-morning program	11:00-12:00	25,000,000.00	15,000,000.00
3	Evening program Pepeta Afika	18:00-19:00	25,000,000.00	15,000,000.00
4	Pre news; Sports updates	19:00-20:00	32,000,000.00	
5	Post-news program Cross fire talk show	20:00-21:00	15,000,000.00	10,000,000.00

SN	PROGRAM	TIMING	TV RATES (TZS) HOUR/MONTH FROM	RADIO RATES (TZS) HOUR/MONTH
6	Pre news	3 spots per new coverage	180,000.00 per spot	150,000/per spots
	Within news		180,000.00 per spot	
	Post news		180,000.00 per spot	
7	Spots ads	60 sec	130,000.00	100,000.00
8	Live program	15 min	1,800,000.00	800,000.00
		30 min	3,000,000.00	1,000,000.00
		45 min	3,500,000.00	2,000,000.00
		60 min	4,500,000.00	2,500,000.00

SN	PROGRAM	TIMING	TV RATES(TZS) HOUR/MONTH	RADIO RATES(TZS) HOUR/MONTH
9	Squeeze Bar	30 sec	150,000.00	
		45 sec	250,000.00	
		60 sec	300,000.00	
10	Live broadcasting	30 min	4,000,000.00	2,000,000.00
		1 hour	6,000,000.00	3,500,000.00

One US Dollar = TSHS 2,250



Thank you Asanteni Sana

SIBUKA *Tunawezesha*