

RATE CARD 2026/27

ON AIR

Radio CCFM, one of South Africa's first licensed Community Broadcasters, have been on the forefront of nation building since 1993. As one of the most listened to community radio stations in our country, we are an organization making a positive contribution to Cape Town and beyond.



STREAMING
105K



ON AIR
160K



SOCIAL MEDIA
65K

RATE CARD

2026/27

ARE THERE PACKAGED OPTIONS AVAILABLE FOR MONTHLY ADVERTISING?

You can get better value for money by taking a monthly advertising package and through our various top-up options.

*Top-up price only valid when package is purchased.
*Artwork needs to be supplied for social media posts.

TOP-UP INTERVIEWS

PACKAGE	RATE
10 Spots	R4 000
20 Spots	R8 100
30 Spots	R10 900
60 Spots	R15 870

TYPE	RATE
AM Peak (06:00-09:00)	R6 202
PM Drive (15:00-18:00)	R5 799
Daytime (09:00-15:00)	R5 411

DO YOU WANT TO KEEP YOUR BUSINESS TOP OF MIND?

30" (second) adverts offer you repetitive contact with your target audience.

*For adverts over 30" multiply rates:
45" (1.5x), 60" (2x).
Add a 20% surcharge for live read
Commercials and for specific advert slots.

SPOT	TIME	RATE PER SPOT*
AM/PM Drive	06:00-09:00 / 15:00-18:00	R886 (per 30" advert)
Daytime	09:00-15:00	R773 (per 30" advert)
Evening / Weekend	Any time after 18:00	R639 (per 30" advert)

DO YOU WANT TO CONNECT WITH LIKE-MINDED PEOPLE?

Interviews allow you to communicate with your target audience in more detail.

SPOT	TIME	RATE PER INTERVIEW
AM Peak	06:00 - 09:00	R8 860 (up to 10 minutes)
PM Drive	15:00 - 18:00	R8 284 (up to 10 minutes)
Daytime	09:00 - 15:00	R7 730 (up to 10 minutes)
Evening	Any time after 18:00	R6 390 (up to 10 minutes)

DO YOU WANT TO BUILD YOUR BRAND?

Sponsorships help improve brand recall with your target audience.

*Show Sponsorships include 2 x intros (11"), 1 x outro (10") and a 30" advert, excludes production costs

**Features include News, Traffic, Sport, etc. and Sponsorships includes 1 x intro (11") and 1 x outro (10") (a.k.a. opening and closing billboards), excludes production costs.

TIMESLOT	SHOWS*	FEATURES**
AM Drive (06:00 - 09:00)	R30 000 / month	R21 000 / month
PM Drive (15:00-18:00)	R27 000 / month	R18 000 / month
Daytime (09:00-15:00)	R21 000 / month	R15 500 / month
Evening /Weekend	R12 000 / month	R8 000 / month

MONTHLY
PACKAGES

INDIVIDUAL
SLOTS

INTERVIEWS

SPONSORSHIPS

COMPETITIONS

TIMESLOT	RATE
AM Drive (06:00 - 09:00)	R7 088 / month
PM Drive (15:00-18:00)	R6 627 / month
Daytime (09:00-15:00)	R6 184 / month
Evening (Any time after 18:00)	R5 112 / month

EXTRA'S

TALK SHOW

**WOULD YOU LIKE TO INFORM
OR EDUCATE LISTENERS?**

R - R10 000.00
(per 30-minute show)

*Live on air weekdays from 18h00-18h30



OUTSIDE BROADCAST

**LAUNCHING A NEW PRODUCT
OR PLANNING AN EVENT?**

R - R37 275.00
(per 3 hour broadcast)

*Includes two read adverts per day, 5 days
prior to the event



PRODUCTION

Per advert, one voice,
script provided by client
(copywriting charged separately)

R1 850 (standard voice, one community station)

R2 900 (professional voice, multi-community station)

R600 (script writing)



WHY RADIO?

- Radio targets the right people at the right time.
 - It's intimate & personal.
- Radio helps your brand to grow.
- Loyal & engages the audience.

270K TOTAL AUDIENCE

160K DAILY FM LISTENERS

65K SOCIAL MEDIA FOLLOWERS

105K MONTHLY DIGITAL LISTENERS

AUDIENCE PROFILE

FEMALE 54.4% | MALE 45.5% ■

LSM 7-10 ■

AGES 35 - 49 ■

ENGLISH 95% ■

Advertising Terms & Conditions

- Prices apply to 30-second recorded ads.
- Longer ads will be charged pro rata.
- No advertising on Sundays.
- Ads for gambling, cash loans, alcohol, or tobacco are not accepted.
- All ads must be approved by Programming before airing.
- No explicit or suggestive content allowed.
- Full payment is required before advertising begins.
- Voice-over costs depend on the selected voice artist.
- No charge if the client provides their own voice-over artist.
- Clients may choose between a Full Rights or No Rights option.

www.ccfm.org.za

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