

## PUKfm Advertising Rates 2010

Who and what is PUKfm 93.6?

PUKfm is a student-based community radio station in Potchefstroom, broadcasts in a radius of about 15km and has 15 000 listeners. PUKfm's primary target market is students and scholars between the ages of 16 to 25. PUKfm mainly plays Rock, Afrikaans and Pop music. This stations aim is to educate, inform and entertain the community of Potchefstroom.

### 2009 Achievements

- Oppikoppi Smoorverlief media partner
- Aardklop: various interviews with celebrities and a PUKfm stage
- Won the MK Campus Hit together with Straatligkinders (Avontuur van 'n Hartbreek)
- Jack Johnson Tribute (in collaboration with Artéma)
- Party in the Parking Lot (in collaboration with DPK and Sport & Recreation)
- Yolanda Maartens, a previous PUKfm Breakfast DJ, won the OFM On Air 2009 competition.
- Isabel Venter (Ivy), Dane Beisheim and Johann Pienaar (JayP), previous PUKfm DJ's start working at VCR (Vaal Community Radio).
- **Community Cuddle**  
High School pupils from Gimmies and Volkies were challenged to collect as many warm clothes as possible between 28 April and 11 May. These clothes were distributed to disadvantaged people in the community. Each school sent 3 representatives to host the Skolie-show on PUKfm.
- **Katlego**  
In 2009 PUKfm launched its CSR (corporate social responsibility) programme. All funds that have been generated goes to Katlego in Ikageng. Katlego (that means luck) is a registered non-governmental organisation that looks after children between the ages of 0 to 5 years (Projects include Tin Food Day, P3 and RockInCharity).
- **DPK Donderdae (DPK Thursdays)**  
Together with DPK, PUKfm hosted DPK Donderdae at Pablo's.
- **Global Streaming**  
You can now listen to PUKfm anywhere in the world!!! Visit [www.studentradio.co.za](http://www.studentradio.co.za)

Show features and show sponsorship rates are available on request.  
Long term discounts and packages available on request.

**\*\*Rates quoted including VAT**

#### 1. Production per ad: R500-00

(Copyright of the slogans and/or jingles is owned by the creator.)

If an ad needs to be modified before it has been approved - free of charge

If ad is approved and small changes have to be made - R150-00

If a new ad has to be made for campaign or client - R500-00

#### 2. Recorded ads:

Monday to Sunday			
Time	Rate for 30" recorded ad	Time	Rate for 20" recorded ad
06:00 - 09:00	R80-00	06:00 - 09:00	R64-00
09:00 - 12:00	R72-00	09:00 - 12:00	R60-00
12:00 - 15:00	R72-00	12:00 - 15:00	R60-00
15:00 - 18:00	R80-00	15:00 - 18:00	R64-00
18:00 - 21:00	R80-00	18:00 - 21:00	R64-00
21:00 - 00:00	R72-00	21:00 - 00:00	R60-00

#### 3. Live Reads:

Monday to Sunday			
Time	Rate for 30" Live Read	Time	Rate for 20" Live Read
06:00 - 09:00	R96-00	06:00 - 09:00	R77-00
09:00 - 12:00	R90-00	09:00 - 12:00	R70-00
12:00 - 15:00	R90-00	12:00 - 15:00	R70-00
15:00 - 18:00	R96-00	15:00 - 18:00	R77-00
18:00 - 21:00	R96-00	18:00 - 21:00	R77-00
21:00 - 00:00	R90-00	21:00 - 00:00	R70-00

#### 4. Interviews:

Time	Rate for 10 minute interview
06:00 - 09:00	R350-00
09:00 - 12:00	R315-00
12:00 - 15:00	R315-00
15:00 - 18:00	R350-00
18:00 - 21:00	R350-00
21:00 - 00:00	R315-00

#### 5. Features

10 minute prime time recorded feature: R300-00

10 minute non-prime time recorded feature: R265-00

1 hour recorded show prime time: R1100-00

1 hour recorded show non-prime time: R920-00

Competitions: Starting price is R100-00 (quotes are available on request).

**Contact us**

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Visit our website at:  
[www.pukfm.co.za](http://www.pukfm.co.za)



**PUKfm**  
**Tariefkaart**

NWU  
**PUKfm**  
93.6

**U**  
NORTH-WEST UNIVERSITY  
YUNIBESITHI YA BOKONE-BOPHRIMA  
NOORDWES-UNIVERSITEIT  
POTCHEFSTROOMKAMPUS

## PUKfm Advertensie Tariewe 2010

Wie en wat is PUKfm 93.6?

PUKfm is 'n studente gemeenskapsradiostasie wat in Potchefstroom uitsaai in 'n radius van ongeveer 15km, en het ongeveer 15 000 luisteraars. PUKfm se primêre teikengehoor is studente en sekondêr skoliere; tussen die ouderdom van 16 tot 25 jaar. PUKfm speel hoofsaaklik Rock, Afrikaanse en Pop musiek. Dié stasie se doel is om die gemeenskap van Potchefstroom op te voed, in te lig en te vermaak

### 2009 Prestasies

- Oppikoppi Smoorverlief media vennoot
- Aardklop: verskeie onderhoude met bekendes en 'n PUKfm verhoog
- Wen MK Kampus Hit saam Straatligkinders (Avontuur van 'n Hartbreek)
- Jack Johnson Tribute saam met Artéma
- Party in the Parking Lot saam DPK en Sport & Rekreasie
- Yolanda Maartens, 'n voormalige PUKfm Breakfast DJ wen OFM se On Air 2009 kompetisie
- Isabel Venter (Ivy), Dane Beisheim en Johann Pienaar (JayP) voormalige PUKfm DJ's begin in 2009 by VCR werk (Vaal Community Radio).
- **Community Cuddle**  
Hoërskoolleerlinge van Gimmies en Volkies is voor die uitdaging gestel om tussen 28 April en 11 Mei soveel as moontlik warm klere in te samel. Die klere is versprei na minderbevoorregtes in die gemeenskap. Die skole het drie verteenwoordigers gestuur wat dan die Skolie-show op PUKfm gedoen het.
- **Katlego**  
PUKfm het in 2009 sy KSV (korporatiewe sosiale verantwoordelikheid) program op die been gebring. By PUKfm is dit vir ons belangrik om ons leuse van "Meer as net radio" uit te leef. Alle fondse wat ingesamel is gaan aan Katlego. Katlego (wat geluk beteken) is 'n geregistreerde nie-regeringsorganisasie wat 'n skool is vir kinders tussen die ouderdom van 0 tot 5 jaar (Projekte sluit in Blikkieskosdag, P3 en RockInCharity).
- **DPK Donderdae**
- Saam met De Plate Kompanje pak PUKfm DPK Donderdae aan by Pablo's.
- **Global Streaming**  
Jy kan nou enige plek in die wêreld na PUKfm 93.6 luister! Besoek [www.studentradio.co.za](http://www.studentradio.co.za)

Program insetsels- en program borgtariewe is beskikbaar op aanvraag.

Langtermyn afslag en pakkette is beskikbaar op aanvraag.

### \*\* Tariewe sluit BTW in

#### 1. Produksie per advertensie: R500-00

(Kopiereg van die slagspreuke en/of reklamedeuntjie word besit deur die skeep).

Indien 'n advertensie gekorrigeer moet word voordat hy finaal goedgekeur is = geen addisionele fooi

As 'n advertensie goedgekeur is en klein korreksies moet gemaak word = R150-00

As 'n nuwe advertensie gemaak moet word vir 'n veldtog/kliënt = R500-00

#### 2. Opgeneemde advertensies

Maandag tot Sondag			
Tyd	Tarief vir 30" advertensie	Tyd	Tarief vir 20" advertensie
06:00 - 09:00	R80-00	06:00 - 09:00	R64-00
09:00 - 12:00	R72-00	09:00 - 12:00	R60-00
12:00 - 15:00	R72-00	12:00 - 15:00	R60-00
15:00 - 18:00	R80-00	15:00 - 18:00	R64-00
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#### 3. Live Reads:

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18:00 - 21:00	R96-00	18:00 - 21:00	R77-00
21:00 - 00:00	R90-00	21:00 - 00:00	R70-00

#### 4. Onderhoude:

Tyd	Tarief vir 10 minute onderhoud
06:00 - 09:00	R350-00
09:00 - 12:00	R315-00
12:00 - 15:00	R315-00
15:00 - 18:00	R350-00
18:00 - 21:00	R350-00
21:00 - 00:00	R315-00

#### 5. Programme

10 minute spitstyd vooraf-opgeneemde program: R300-00

10 minute nie-spitstyd vooraf-opgeneemde program: R265-00

1 uur vooraf-opgeneemde program, spitstyd: R1100-00

1 uur vooraf-opgeneemde program, nie-spitstyd: R920-00

\*\* Verskeie program-aanbiedings beskikbaar op aanvraag  
 Kompetisies: Prys begin by R100-00 (Kwotasies op aanvraag beskikbaar).

Kontak ons

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 Stasiebestuurder  
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Besoek ons webtuiste by:  
[www.pukfm.co.za](http://www.pukfm.co.za)



## PUKfm Rate Card

NWU  
**Pukfm**  
 93.6

**U** NORTH-WEST UNIVERSITY  
 YUNIBESITHI YA BOKONE-BOPHIRMA  
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