



ADVERTISING SOLUTIONS

The Nation Media Group is the largest independent media house in East and Central Africa with operations in print, broadcast and digital media, which attract and serve unparalleled audiences in Kenya, Uganda, Tanzania and Rwanda.

As a brand, we are committed to generating and creating content that will inform, educate and entertain our consumers across the different platforms, keeping in mind the changing needs and trends in the industry.

In Uganda, Nation Media brands include: NTV, Spark TV, Daily Monitor, Ennyanda, The East African, 93.3 KFM, 90.4 Dembe fm, Nation Courier Uganda and an NMG Digital platform covering all brands.





Our Offices:

Main offices:

Plot 29 -35, 8th Street,
Industrial Area, Namuwongo.
Telephone Number:
+256 132 301 100 /101,
+256 200 711 100 /101.
P.O Box 12141 Kampala, Uganda.

Advertising Offices:

Airtel House, Plot 40
Wampewo Avenue, Kampala.
Telephone Number: +256 200 711 300 /302

ABUL Offices:


Kampala Serena Conference Center.
Telephone Number: +256 414 653400.
P.O Box 35933 Kampala, Uganda.



- NTV is Uganda’s leading television station on both free-to-air as well as on decoder. It is a subsidiary of Nation Media Group.
- NTV offers a wide variety of programming for viewers, with shows that span across various genres such as reality shows, soaps, drama, comedies, cartoons, musical shows and many more.
- NTV News segments have set the pace in broadcast journalism. These news segments are; **NTV at One, NTV Akawungeezi, NTV Tonight, NTV Weekend Edition and NTV Ku Saawa Emu.**
- NTV has captured a huge and loyal audience with its quality and entertaining programming therefore ensuring great value for stakeholders such as advertisers, by providing a platform through which they are able to reach their consumers countrywide with a reach of up to 5, 334, 000 viewers weekly.



 **NTV Uganda**
Over **1,185,054** Fans

 **@ntvuganda**
Over **790,000** Followers

 **NTV Uganda**
over **258,000** subscribers

 **NTV Uganda**
over **232,000** Followers

 www.ntv.co.ug

Follow us:

NTV ADVERTISING RATE CARD (VAT Exclusive).

SPOT ADS		TIME BAND			
Duration	NTV- Morning 6:00am-12:00pm	NTV-Day 1:00pm-4:00pm	NTV-Sundowner 4:00pm-6:00pm	NTV-Prime 6:00pm-10:50pm	NTV-Late prime 10:30pm-12:00am
15 Seconds	120,750/=	241,500/=	373,824/=	702,554/=	262,200/=
20 Seconds	162,150/=	324,300/=	552,240/=	792,466/=	345,000/=
30 Seconds	210,450/=	420,900/=	696,792/=	1,184,592/=	483,000/=
40 Seconds	279,450/=	558,900/=	849,600/=	1,472,736/=	538,500/=
45 Seconds	310,500/=	621,000/=	968,544/=	1,600,800/=	712,800/=
50 Seconds	361,824/=	724,500/=	1,129,968/=	1,820,910/=	825,240/=
60 Seconds	414,000/=	828,000/=	1,291,392/=	2,041,020/=	952,200/=
SPOT ADS WITHIN NEWS		TIME BAND			
Duration	NTV@ ONE: 1:00pm-1:30pm	Pre-Akawuungezi: 6:50pm-7:00pm		Pre-NTVTonight: 8:50pm-9:00pm	
15 Seconds	306,600/=	759,000/=		828,000/=	
20 Seconds	386,400/=	888,030/=		968,760/=	
30 Seconds	586,500/=	1,328,250/=		1,449,000/=	
40 Seconds	724,500/=	1,639,440/=		1,788,480/=	
45 Seconds	800,400/=	1,821,600/=		1,987,200/=	
50 Seconds	917,700/=	2,215,200/=		2,318,400/=	
60 Seconds	1,009,470/=	2,428,800/=		2,649,600/=	
Duration	1&2 Break Akawuungezi	3 RD Break Akawuungezi	1&2 Break NTV-Tonight	3 RD Break NTV-Tonight	
15 Seconds	907,200/=	861,840/=	922,230/=	833,176/=	
20 Seconds	1,062,720/=	1,009,584/=	1,080,432/=	976,006/=	
30 Seconds	1,555,200/=	1,477,440/=	1,610,400/=	1,428,300/=	
40 Seconds	1,944,000/=	1,846,800/=	1,976,400/=	1,785,376/=	
45 Seconds	2,177,280/=	2,068,416/=	2,213,568/=	1,999,620/=	
50 Seconds	2,540,160/=	2,413,152/=	2,582,496/=	2,332,890/=	
60 Seconds	2,903,040/=	2,757,888/=	2,951,424/=	2,666,160/=	

NTV ADVERTISING RATE CARD (VAT Exclusive).

MINUTES BUY- WEEKLY/MONTHLY: OUTSIDE NEWS BULLETINS					
Time Band Split	10 Min	15 Min	20 Min	25 Min	30 Min
Morning: 7:00am-12:00pm	2	3	5	6	6
Day: 12:00pm-4:00pm	2	3	5	6	6
Sundowner: 4:00pm-6:00pm	1	3	4	5	6
Prime: 6:00pm-11:00pm	4	6	6	8	12
Total Package Cost	7,163,783/=	11,907,792/=	14,479,848/=	18,142,272/=	23,815,915/=
NTV PROPERTY SPONSORSHIPS					
Frequency	Bonus Airtime per week		Bonus Airtime per week		Cost Per Week
Supper High Frequency 10-12 runs per day	6 minutes		Day 2 min	Prime 4 min	12,500,000/=
High Frequency 6-8 runs per day	5 minutes		2 min	3 min	10,000,000/=
Medium Frequency 4-6 runs per day	3.5 minutes		1,5 min	2 min	8,000,000/=
Low Frequency 3-4runs per day/3 days	2.5 minutes		1 min	1.5 min	6,500,000/=
PROGRAM SPONSORSHIPS					
Frequency	Bonus Airtime per week		Bonus Airtime Share per week		Cost Per Week
High Frequency 1-3 days	5 minutes		Day 2 min	Prime 3 min	10,000,000/=
Medium Frequency 1-2 days	4 minutes		1.5 min	2.5 min	8,000,000/=
Low Frequency 1 day	3 minutes		1 min	2 min	6,000,000/=
AIRTIME PURCHASE					
Product	5 minutes	10 Minutes	15 Minutes	30 Minutes	1 Hour
Recorded Program/3pm-5pm	3,500,000	6,500,000	8,500,000	10,500,000/=	12,000,000/=
Documentary 5 pm-11pm	5,000,000/=	8,500,000/=	10,000,000/=	12,500,000/=	15,000,000/=
Live Event Production/Coverage within Wakiso District per hour *To meet Broadcasting Standards					15 Million

For bookings call: 0414 563 4011

Find NTV on:

DSTV Channel **283** | GOtv Channel **372** | Startimes Channel **226** | Azam Channel **142** | Free to air Channel **91**



- Spark TV is the 1st Female TV in Uganda offering fresh and original programming for the upwardly mobile young female (20-29 year old) that seeks to ignite their life.
- Spark TV offers a wide variety of edutainment programming with shows that span across various genres such as soaps, drama, comedies, musical and entertainment shows, developmental shows and many more.
- Spark TV is a community TV station that also gathers its news from the community around you dubbed 'Agafa Eyo'
- Advertise with Spark TV and reach a reliable and loyal audience of up to 2, 102, 450 viewers weekly.



SPARK TV
Over 356,215 Fans



@sparktvuganda
Over 8,429 Followers



Spark TV UGANDA
over 18,000 subscribers



Spark TV UGANDA
over 23,100 Followers



www.ntv.co.ug

Follow us:

SPARK TV ADVERTISING RATE CARD (VAT inclusive)

SPOT ADS					
TIME	15 SEC	20 SEC	30 SEC	50 SEC	60 SEC
Spark morning 7:00am – 12:00pm	80,000	100,000	150,000	250,000	280,000
Spark day 12:00pm – 5:00pm	175,000	200,000	300,000	350,000	400,000
Spark prime 5:00pm – 11:00pm	300,000	350,000	400,000	450,000	500,000
Spark prime live wire/Agfa eye	350,000	400,000	500,000	550,000	600,000
Spark late Night 11:pm – 7:00 am	175,000	225,000	300,000	375,000	425,000
Minutes buy – weekly/monthly					
Time band split	10 min	15 min	20 min	25 min	30 min
Spark morning 7:00am – 12:00pm	2	3	5	7	7
Spark day 12:00pm – 5:00pm	3	5	6	7	9
Spark prime 5:00pm – 12:00 am	5	7	9	11	14
Total package cost	3,820,000	5,764,000	7,353,000	8,640,000	10,440,000

SPARK TV PROPERTY SPONSORSHIPS				
Frequency	Bonus airtime per week	Bonus airtime per week		Cost per week
High frequency 10 runs per day	6 minutes	Day 3 min	Prime 3 min	4,000,000
Medium frequency 8 runs a day	4 minutes	2 min	2 min	3,000,000
Low frequency 5 runs a day/3 days	2.5 minutes	1 min	1.5 min	2,500,000

SPARK TV ADVERTISING RATE CARD (VAT inclusive)

PROGRAM SPONSORSHIPS				
Frequency	Bonus airtime per week	Bonus airtime per week		Cost per week
High frequency 5 -7 days	5 minutes	Day 2.5 min	Prime 2.5 min	5,000,000
Medium frequency 3 - 4 days	3.5 minutes	1.5 min	2 min	3,500,000
Low frequency 1 -2 days	2.5 minutes	1 min	1.5 min	2,500,000

AIRTIME PURCHASE					
Product	5 minutes	10 minutes	15 minutes	30 minutes	1 hour
Recorded programs /6am – 4pm	500,000	800,000	1,500,000	2,500,000	3,500,000
documentary 5pm-11pm	800,000	1,200,000	1,800,000	3,000,000	5,000,000
Live event production / coverage with in Wakiso District per hour *to meet BS & DNA					8,500,000

For bookings call: 0414 563 400

Find spark tv on:

DSTV Channel 285 | GOtv Channel 390 | Startimes Channel 272 | Zzuku Channel 50 | Free to air Channel 09

Daily Monitor

TRUTH EVERY DAY

Saturday Monitor

TRUTH EVERY DAY

Sunday Monitor

TRUTH EVERY DAY




- Daily Monitor is Uganda’s most influential and independent English newspaper.
- It is the only Ugandan newspaper that is part of more than 50 global newspapers under the Impact Journalism alliance and has been part of the Impact Journalism umbrella for 5 years.

Why advertise with us?

- To reach an audience of **4,045,000 hard copy readers weekly and over 1M visits per week.**
- We hold 72% of the audiences that have the propensity to spend (ABC1).
- Editorial support on all MPL platforms (Digital and radio) for your product launches, client engagements or other engagements.


Daily product list:	
Monday	Teaching and learning, Newspapers in Education, Healthy Living
Tuesday	Rainbow, Prosper, Tenders
Wednesday	Homes and Real Estate, Excel in PLE, Promise tracker
Thursday	DM Today
Friday	Jobs and Career, Sqoop
Saturday	Full Woman, Seeds of Gold, Score
Sunday	Life, People and Power

 Daily Monitor
Over 1,200,000 Fans

 @dailymonitor
Over 600,000 Followers

 DM
over 5,100 subscribers

 Daily Monitor
over 88,100 Followers

 www.monitor.co.ug
over 1million readers monthly.

Follow us:

DAILY MONITOR ADVERTISING RATE CARD (VAT Inclusive)

	SIZE	DAILY (MON-FRI)		WEEKENDS (SAT-SUN)	
		Black&white	Full colour	Black&white	Full colour
STANDARD SIZES. INCLUDES JOBS AND TENDERS.	Full page	8,400,000	9,400,000	5,500,000	5,900,000
	Half page portrait (26cm X 4col)	6,800,000	7,800,000	4,350,000	4,750,000
	Half page horizontal	4,350,000	5,400,000	2,800,000	3,400,000
	Quarter page	2,300,000	3,150,000	1,400,000	1,950,000
	(10X3) eighth page	1,400,000	2,100,000	1,200,000	1,800,000
	Centre spread	16,390,000	18,440,000		
	Per centimeter column (Psc)	47,000	60,000	35,000	41,000
SPECIAL POSITION	Page 1 front strip		3,885,000		3,500,000
	Back page strip		2,940,000		2,000,000
	Front page ear piece		900,000		
	Page 3 (6cm X6 col)		2,700,000		
	Page 4 (16cm X3 col)		3,670,000		
	Page 5 (10cm X6 col)		3,670,000		
	Page 6 (16cm X6 col)	4,800,000	6,280,000		
	Page 7 full page	8,600,000	11,060,000		
	Back page strip 10cm X 6 col		3,640,000		
	Inside back cover 26cm X 4col		9,250,000		
	Back ear piece		900,000		

DAILY MONITOR ADVERTISING RATE CARD (VAT Inclusive)

SUPPLEMENTS	Full page	8,600,000	9,900,000	7,700,000	8,260,000
	Half page portrait (26cm X 4 col)	6,800,000	7,800,000	3,850,000	4,130,000
	Half page horizontal	5,400,000	6,930,000	3,600,650	4,158,000
	Quarter page	2,300,000	3,465,000	1,925,000	2,065,000
	Eighth page	1,400,000	2,100,000	962,500	1,032,500
	SIZE				
MAGAZINES.	Back Cover	6,037,500			
	Full page	5,750,000			
	Half page portrait (26cm X 4 col)	4,800,000			
	Half Page horizontal	3,500,000			
	Quarter Page	1,900,000			
	Eighth Page	1,400,000			
	Per Cm Col	24,000			
EVENT PICTORIALS IN MAGAZINES	Full page	4,750,000	4,750,000		
	Centre spread	9,000,000	9,000,000		
INSERTS	Size up to A3		9,000,000		
	Mast head		2,850,000		
	Sheet thereafter		1,550,000		

DAILY MONITOR ADVERTISING RATE CARD (VAT Inclusive)

CLASSIFIEDS RATES	Pssc (6 months to 1 year@)	12,000	16,000		
	Contracts 33cm X 1 col	100,000	300,000		
	Contracts 16.5cm X 1 col	50,000	150,000		
	Letters of Admin pssc (Minimum 8X1)	15,000	15,000		
	Per word	1,700	1,700		
	Per cm col	20,000	30,000	16,000	24,000
	10cm X 2col	200,000	350,000	150,000	250,000
	Classified photo/logo	14,000	24,000	14,000	24,000
OBITUARIES	10cm X 2col	129,000	258,000		
	10cm X 3col	162,000	324,000		
	Quarter Page	750,000	1,050,000		
	Half Page horizontal	1,375,000	1,950,000		
	Full page	2,500,000	3,500,000		

NOTE:

1. All obituary space orders must be approved by the Business Manager & Commercial Manager.
2. Obituaries will run in the classified pages.
3. Obituaries running in the display pages will be paid at a full rate of display rates.

***Terms and conditions apply. All Rates inclusive of VAT.**

The EastAfrican

UNDERSTANDING THE REGION



- The East African is a weekly, regional newspaper that circulates in Uganda, Kenya, Tanzania, Rwanda, Burundi, and South Sudan.
- It is an integrated, comprehensive and authoritative publication that provides accurate, well-researched regional news, features and analysis, which are of direct concern to decision makers, professionals and the business community.
- The coverage includes political business and financial developments in the region, which impact directly on the socio-economic environment.
- Country offices in Dar-es-salaam-Tanzania, Nairobi – Kenya, Kampala- Uganda, and Kigali Rwanda.
- The EastAfrican has been a key marketing and advertising medium for the region for generations of business people thus an effective and affordable solution to reach your intended customers.
- Advertise with the East African to reach an **audience of over 1,000,000 people**.

THE EAST AFRICAN ADVERTISING RATE CARD (VAT Inclusive)

DISPLAY, APPOINTMENTS NOTICE, TENDERS' ADVERTISING				
	Black & White		Colour	
	Ug.Shs.	US\$	Ug.Shs.	US\$
Full page (35.5cm X 6 cols)	7,625,000	3,620	10,220,640	5,430
Half page (16.6 cm X 6 cols)	3,820,000	1,810	6,300,000	2,720
Quarter page 16.6cm X 3 cols)	1,906,000	940	3,150,000	1,400
One eight of page (13cm X2 cols)	954,000	470	1,516,600	700
Non regular size per s.c.c.	35,800	18	52,970	27
EA UGANDA SUPPLEMENT RATES (VAT INCLUSIVE) – SUPPLEMENTS RATES (50:50)				
Full page (35.5cm X 6 cols)	8,472,000	3,840	11,462,400	6,000
Half page (16.6 cm X 6 cols)	4,236,000	1920	7,064,400	3000
Quarter page 16.6 cm X 3 cols)	2,118,000	960	3,532,560	1,440
One eight of page (13cm X2 cols)	1,059,000	480	1,700,880	684
Non regular size per s.c.c.	39,776	20	59,400	30

LOOSE INSERTS (LOOSE INSERTS MAX. 33.5CM BY 26.6CM)	
All regions	5,800,000
One region	3,100,000

OTHER RATES		
	Black & white	Colour
Property & auctions p.s.c.c	25,060	37,080
Shipping p.s.c.c	17,900	26,485
Dollar p.s.c.c.	18	27

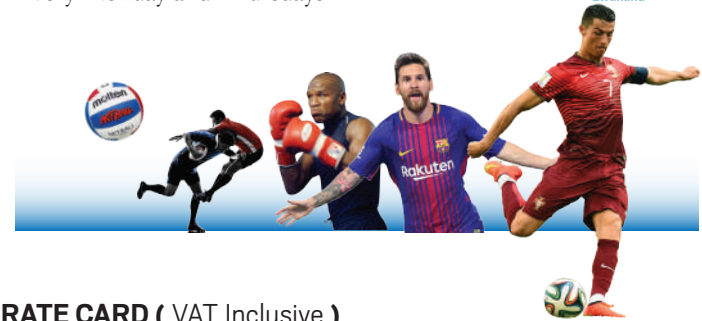
SPECIAL POSITIONS (PER CENTIMETER COLUMN VAT INCL.)	
Page 3 (13X2, 13X4, 13X6)	63,500
Page 5 (16.6cm X3col)	66,200
First full page (33.5cm X6col)	66,200
Back page (6cm X 6col)	66,200
Centerspread (33.5X12, 16.6X12 etc)	63,500
Other GP	63,500

ENNYANDA

- With the tagline Olupapula lwo o'lwe byemizanyo literally meaning your sports newspaper, Ennyanda is Uganda's best-selling Luganda sports publication for the sports enthusiast.
- Each weekly issue features articles from sports authorities as well as player profiles, results, predictions, analysis, commentary and news from Uganda as well as international events.
- Ennyanda targets male youths who enjoy competitive sports such as football, motor-cross, rallying, boxing, sprints and more and reaches up to **1,500,000 readers each week.**

Frequency

Every Monday and Thursdays.



ENNYANDA ADVERTISING RATE CARD (VAT Inclusive)

	SIZE	BLACK & WHITE	FULL COLOUR
STANDARD DISPLAYS	Full page	2,496,000	3,550,000
	Half page - vertical (26cm X 4col)	1,672,000	2,084,000
	Half page -horizontal	1,447,200	1,829,000
	Quarter page	972,800	1,496,000
	(10cm X 3col) eighth page	600,000	750,000
	Per cm col	14,000	20,000

ENNYANDA ADVERTISING RATE CARD (VAT Inclusive)

SPECIAL POSITIONS	Front page strip		1,140,000
	Back page solus		1,020,000
	Ear piece (front page)		696,000
	Ear piece (back page)		472,000
	Norminate page	20%	
CLASSIFIEDS RATES	Classified per cm col	3,700	4,000
	Classified per word	650	800
	Classified photo/logo	11,000	12,000
	Special products(per cm col)	6,400	8,000
	Letter of admin.(per cm col)	5,600	5,600
EXTRAS	INSERTIONS		
	Size up to A3	3,540,000	
	Sheet thereafter	810,000	
	Mast head		

- 93.3 KFM is Kampala’s preferred English speaking station. It is very entertaining and informative. The radio station plays Urban Adult Contemporary hits, RnB and Afro Pop as well as a wide variety of programs including news, talk shows with informed and engaging presenters that offer a platform for debate.
- Listenership: **85% in core area coverage of metropolitan Kampala.**
- KFM reaches up to **1,750,000** listeners in its core reach areas weekly.

KFM Program line up

Monday - Friday	
Hour of Power	0500 - 0600
D’Mighty Breakfast	0600 - 1000
D’Hook	1000 -1500
K Drive	1500 - 1900
Hot Seat	1900 -2000
K Zone	2000 - 0000
Saturdays	
Breakfast Bonanza	0600 - 0900

VPN	0900 - 1100
KFM Sports	1100 - 1300
#NMC	1300 - 1500
Hits Ville	1500 - 1900
Dance Party	1900 -0000
Sunday	
Heart & Soul	0600 - 1000
Easy Sunday	1000 - 0000

*better information
best music*



 **93.3 KFM**
Over **338,890** Fans

 **@933kfm**
Over **17,600** Followers

 **KFM**
over **3,657** Followers

 **www.kfm.co.ug**
Listen live.

Follow us:

93.3 KFM ADVERTISING RATE CARD (VAT Inclusive)

KFM SPOTS.				
Seconds	15	30	45	60
00h - 06h	39,000	65,000	104,650	137,150
06h - 10h	78,000	130,000	209,300	274,300
10h - 17h	51,000	85,000	136,850	179,350
17 h - 21h	78,000	130,000	209,300	274,300
21h- 24h	51,000	85,000	136,850	179,350

KFM PRESENTER ENDORSEMENTS				
Seconds	15	30	45	60
00h - 06h	48,000	80,000	128,800	168,800
06h - 10h	96,000	160,000	257,600	337,600
10h - 17h	108,000	180,000	289,800	379,800
17 h - 21h	96,000	160,000	257,600	337,600
21h- 24h	84,000	140,000	225,400	295,400

SPOT LENGTH	0600-1000 Mong Prime	1000-1700 Standard	1700-2100 Eveng Prime	2100-2300 Standard	2300-0100 Standard	ROS
Interview (5 Minutes)	2,500,000	885,000	2,500,000	885,000	885,000	885,000
Talk show 1 hour	4,500,000	4,500,000	4,500,000	4,500,000	4,500,000	4,500,000

93.3 KFM ADVERTISING RATE CARD (VAT Inclusive)

DURATION	STANDARD TIME	MORNING PRIME TIME
LOCATION LIVE LINK 5 MINUTES	300,000	450,000
LOCATION LIVE LINK 10 MINUTES	500,000	850,000
LOCATION LIVE LINK 15 MINUTES	1,500,000	2,500,000
LOCATION LIVE LINK 30 MINUTES	3,000,000	4,500,000
OB VAN FOR 1 HOUR,	700,000	700,000
OB VAN PLUS 5 MINUTES LOCATION LIVE LINK	1,000,000	1,200,000

RUN OF STATION	15 sec	30 sec	45 sec	60 sec
	59,000	99,000	159,000	208,000

PACKAGES MON-FRI	30 SEC AD PER DAY	MENTION PER DAY	SPONSOR BOARDS
7,155,000	3	2	2
10,770,000	5	3	2
14,385,000	7	4	2

Endorsement package

COST	NO. OF ENDORSEMENTS MON-FRI	ACTIVATION PERIOD
2,700,000	3 daily	1 week
7,100,000	5 daily	2 weeks

Notes

- A Run of Station (RoS) spot is booked wherever space is available on 933 KFM. The computerized booking system ensures that ROS spots are evenly rotated.
- Bookings in particular time segments will be rotated within the time segment for example a booking in Morning Prime will be rotated between 0600hrs to 1000hrs etc unless a fixed time is booked and the extra charge paid.

Sponsorship packages

Sponsorship packages are discounted at 25% on standard rates. Minimum booking is 3 months.



- Dembe FM is a friendly, entertaining and developmental radio station.
- **Omuziki N'ebikuzimba** literally meaning music and information that edifies one's life.
- The radio station seeks to inspire females who aspire to be successful in a demanding world through offering great local and African music mix, lively presenters talk on relationships and life skills with on ground live activations.
- Broadcasting in Luganda, Dembe plays the Hit Ugandan songs, the best African love songs and is influential in the decision making process of the woman in Uganda.

Listenership:

- **80% in core area coverage of metropolitan Kampala.** Dembe FM provides direct client audience engagements at preferred locations through outdoor activations and broadcasting with a reach up to 1,500,000 listeners in our core reach areas weekly.

Dembe Program line up:

Twezimbe	0600 – 0900hrs
Mubeezi	0900 –1300hrs
Gigenda Gitya	1300 – 1600hrs
Dembe Taxi	1600 –2000hrs
Eki love-love	2000 – 0000hrs
Saturdays	
Akakyankalano ka Weekend	0600 – 1000hrs
Talk and Talk	1000 – 1300hrs
Obuyimba Obwokya	1300 – 1500hrs
Ekimyanso Kya Premier	1500 – 1600hrs
Koona Dance	1600 – 0000hrs
Sunday	
Tumutendereze	0600 – 1000hrs
Obuyimba Obwokya	1000 – 1100hrs
Envunula Bibya (News roundup)	1100 – 1200hrs
Obuyimba Obwokya	1200 – 1300hrs
Ekyooto kye Mizannyo	1300 – 1500hrs
Obuyimba Obwokya	1500 – 1600hrs
Omusingi gw'amaka	1600 – 1800hrs
Obuyimba Obwokya	1800 – 1900hrs
Wekolere	1900 – 2000hrs
Choice Yo.	2000 – 0000hrs

 Dembe Fm
Over **83,123** Fans

 @933kfm
Over **11,800** Followers

 www.dembefm.ug
Listen live.

Follow us:

90.4 DEMBE FM ADVERTISING RATE CARD (VAT Inclusive)

DEMBE SPOTS.				
Seconds	15	30	45	60
00h - 06h	33,000	55,000	88,550	116,050
06h - 10h	54,000	90,000	144,900	189,900
10h - 17h	42,600	71,000	114,310	149,810
17h - 21h	54,000	90,000	144,900	189,900
21h - 24h	42,600	71,000	114,310	149,810

DEMBE PRESENTER ENDORSEMENTS				
Seconds	15	30	45	60
00h - 06h	33,000	55,000	88,550	116,050
06h - 10h	72,000	120,000	193,200	253,200
10h - 17h	60,000	100,000	161,000	211,000
17h - 21h	72,000	120,000	193,200	253,200
21h - 24h	51,000	85,000	136,850	179,350

SPOT ADVERTS RATES						
SPOT LENGTH	0600-1000 Mng Prime	1000-1700 Standard	1700-2100 Evng Prime	2100-2300 Standard	2300 -0100 Standard	ROS
Interview (5 minutes)	750,000	600,000	750,000	600,000	600,000	600,000
Talk show 1 hour	2,500,000	2,500,000	2,500,000	2,500,000	2,500,000	2,500,000

ENDORSEMENT PACKAGE		
COST	NO. OF ENDORSEMENTS MON-FRI	ACTIVATION PERIOD
2,250,000	3 daily	1 week
6,000,000	5 daily	2 weeks

RUN OF STATION	15 sec	30 sec	45 sec	60 sec
	45,000	75,000	121,000	159,000

90.4 DEMBE FM ADVERTISING RATE CARD (VAT Inclusive)

SPONSORSHIP PACKAGES - FOR DEMBE CORPORATES/AGENCIES MARKETS			
30 Sec Advert Per Day	Mentions Per Day	Pack per Month	
3	1	3,976,000	
5	2	6,958,000	
7	7	13,916,000	
DEMBE MARKETS			
DEMBE Market Adverts	Mentions	Pack per Month	10:00am to 5:00pm
2	1	590,000	
3	3	1,180,000	
2	1	1,800,000	Co-sponsorship
Night Preachers	30 minutes	295,000	
BIVULU	Per spot	25,000	
Outdoor Activations	1 hour OB Van Kampala	800,000	
Outdoor Activations	1 hour OB Van Out of Kampala	1,500,000	
Community Announcements	OB Van	25,000	
Dembe Night 1	With OB Van Drives	1,770,000	1 Ad & 1 mention Daily
Dembe Night 2	NO OB Van drives	1,180,000	1 spot a day (mon –Friday)
Dembe Night 3 – club hoping	1 hour at each location	413,000	5 Adverts a week-Mon -Fri
Dembe Death Announcements/funeral rights	OFF PEAK	20,000	
Onsite broadcast or Guest appearance	15 Minutes	200,000	
News Coverage – Brand Events	5 minutes	100,000	
Music Imaging – intro & Outro	Twice per day	42,600	

NOTES

- A Run of Station (RoS) spot is booked wherever space is available on DEMBE FM. The computerized booking system ensures that ROS spots are evenly rotated.
- Bookings in particular time segments will be rotated within the time segment for example, a booking in Morning Prime will be rotated between 0600hrs to 1000hrs unless a fixed time is booked and the extra charge paid.

www.ntv.co.ug

- Our website is one of the most visited Ugandan websites, with an average of 500,000 page visits a month, while our YouTube channel is the most visited in Uganda with over 2.8 million views a month.
- Our content is the most referred to and searched Video content in Uganda on popular search engines (Yahoo and Google).
- 52% of visitors to the site are from Uganda and the rest from over 80 countries.

www.monitor.co.ug

- It is the most visited Ugandan website, with over 4 million visits a month, and the most referred to for Ugandan content by popular search engines (Yahoo and Google) plus online news sites.
- 55% of visitors to the site are from Uganda and the rest from over 80 countries.

epaper.nationmedia.com/ug/

- Daily Monitor e-paper is an online version of the Daily Monitor print copy; it is exactly what the paper looks like in hard copy.
- The e-paper’s readership is growing daily and is a competitive platform online to advertise and target a new generation of customers.



DAILY MONITOR E-PAPER RATES				
Weekly	Monthly	Quarterly	Half yearly	Annual
UGX 10,500	UGX 36,000	UGX 100,000	UGX 190,000	UGX 365,000

www.sqoop.co.ug

- If you want entertainment stories, fashion and features of inspiring young people making it in life, then Sqoop is the website to visit. It is a site that focuses on the youth and provides breaking entertainment news, interesting columnists as well as the latest gossip in town.
- It provides information on where one can hang out.
- It also tells the stories of how young people are doing business and succeeding in their careers with over 198, 024 visitors a month



www.kfm.co.ug

- Listen to your favourite presenter, breaking news, and talk-show programmes online on www.kfm.co.ug.
- The website provides the latest news on its live stream service.
- It is also kept updated with local and sports news, as well as entertainment stories on its website with over 32,422 visitors a month

www.mywedding.co.ug

- The website is the go to place for all those looking to hold a kwanjula, wedding and everything in between.
- It provides tips, advice and ideas on wedding gowns and décor to cakes and honeymoon resorts.
- It also has stories of couples and how they were able to pull off their wedding successfully.
- It is the google of weddings with over 92,341 visitors a month

www.dembfm.ug

Dembe FM is a website in one of Uganda's most spoken local languages, Luganda. The website has a live stream service with which one can listen to all the programmes carried on the radio, with just a click. The website is regularly updated with news stories with over 6,241 visitors a month.

DIGITAL ADVERTISING RATE CARD (VAT Inclusive)

Daily Monitor, runs some of the largest digital assets in Africa. We can give you exposure to over 8 million page views per month across audiences in East Africa, Africa and the world. We have

the largest sites in the stable of the NMG digital asset, and the following advertising options exist on our website and mobile platforms.

DAILY MONITOR DIGITAL RATE CARD

POSITION	AD SIZE (PIXELS)	RATE	DESKTOP AND MOBILE AD SIZE (PIXELS)	RATE	CPC COST PER CLICK	CPM COST PER 1000
HOME PAGE						
Long strip Banner	970x90	7,200,000	970x90 / 320x50	8,500,000	\$ 2.50	\$ 1
Square banner	300x250	3,420,000	300x250 / 320x50	4,500,000	\$ 2.50	\$ 1
Square banner	300x250	3,000,000	300x250 / 300x250	4,000,000	\$ 2.50	\$ 1
Leader board banner	728x90	2,500,000	728x90 / 320x50	3,500,000	\$ 2.50	\$ 1
Belt small square	200x200	2,160,000	200x200 / 320x50	3,200,000	\$ 2.50	\$ 1
Video small square	200x200	1,800,000	200x200 / 300x250	3,000,000	\$ 2.50	\$ 1
Photo small square	200x200	1,500,000	200x200 / 320x50	2,500,000	\$ 2.50	\$ 1
Large banner	300x600	5,400,000	300x600 / 300x250	6,500,000	\$ 2.50	\$ 1
ARTICLES WEB PAGE						
Large Banner	300x600	4,320,000	300x600 / 300x250	5,500,000	\$ 2.50	\$ 1
In-Content Square	300x250	3,600,000	300x250 / 320x50	5,000,000	\$ 2.50	\$ 1
Right Square Banner	300x250	3,200,000	300x250 / 300x250	4,500,000	\$ 2.50	\$ 1
Article Leaderboard	970x90	4,320,000	970x90 / 320x50	5,200,000	\$ 2.50	\$ 1
Bottom Banner	728x90	1,800,000	728x90 / 300x250	3,000,000	\$ 2.50	\$ 1

DIGITAL ADVERTISING RATE CARD (VAT Inclusive)

POSITION	AD SIZE (PIXELS)	RATE	DESKTOP AND MOBILE AD SIZE (PIXELS)	RATE	CPC COST PER CLICK	CPM
SECTION WEB PAGE						
Square Banner	300x250 / 300x600	1,800,000	300x250 / 300x600	3,000,000	\$ 2.50	\$ 1
Footer Leader board	300x250	1,500,000	300x250 / 300x250	2,500,000	\$ 2.50	\$ 1
MOBILE SITE						
Strip Banner	320x50	1,800,000			\$ 2.50	\$ 1
Story Square Banner	300x250	2,000,000			\$ 2.50	\$ 1
Middle strip Banners	320x50	1,500,000			\$ 2.50	\$ 1
VIDEO ADS						
Pre-roll Video Ad		1,800,000			\$ 2.50	\$ 1
Sponsorship Package		5,000,000			\$ 2.50	\$ 1
SOCIAL MEDIA						
Facebook shares		\$150 per share				
Twitter Shares		\$100 per share				
Video on Facebook		\$500 per Month				
NATIVE ADVERTISING						
Content only		7,000,000 per Article				
Content and Videos (Max 30 sec)		9,500,000 per Article				
Content Advertising		2,200,000 per Article				





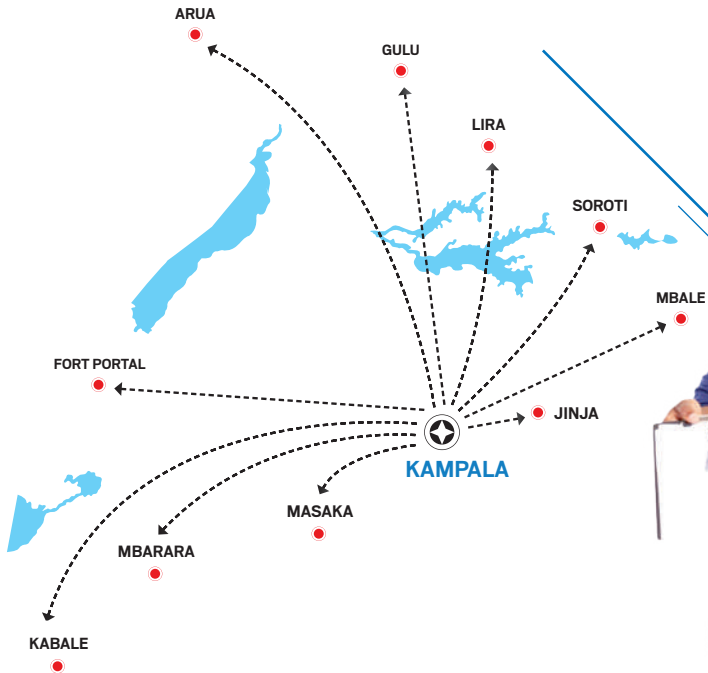
AVAILABLE SLOTS		
Top Leader board	Article square banner	
Middle square banner	Article top leader board	
Middle strip banner	Article strip banner	
	Banners on the inside pages	
	Sponsored Articles	
POSITION	AD SIZES	RATE
Long Strip Banner	970x90	800,000
Square Banner	300x250	400,000
Middle Square Banner	300x250	200,000
Strip Banner	728x90	200,000
ARTICLE PAGE		
Long Strip Banner	970x90	600,000
Top Square Banner	300x250	300,000
Middle Square Banner	300x250	200,000
Bottom Square Banner	300x250	200,000
POSITION	RATE PER POST	RATE PER YEAR
Listing		
Details and Logo		300,000
Details without a Logo		200,000
Social Media		
Face book Post	50,000	
Twitter Post	50,000	
An Article		350,000


KFM & sQoop RATE CARD

POSITION	A SIZE (PIXELS)	RATE
HOME PAGE		
Long Strip Banner	970x90	1,000,000
Square Banner	300x250	600,000
Middle Square Banner	300x250	400,000
Strip Banners	728x90	400,000
ARTICLE PAGE		
Long Strip Banner	200x200	800,000
Square banner	200x200	500,000
Large Banner	300x600	800,000
Middle strip banners	728x90	400,000

NTV DIGITAL RATE CARD

PLACEMENT	SIZE	MONTHLY RATE	DAILY RATE	PER POST
Lead board banner	970X90	2,500.00	83.33	
Top square	265X146	800.00	26.67	
Middle square	280X260	700.00	23.33	
Bottom square	336X280	400.00	13.33	
Top strip	838X110	500.00	16.67	
Middle strip	838X110	400.00	13.33	
Bottom strip	838X110	300.00	10.00	
Skin ad	300X600		15.00	
Right side middle half	272X272			
Right side small square	176X448			
Show page below most popular	336X280			
Show right side large rectangle	728X90			
Live page below – watch live				
Live page right side middle square	300X250			
Live page right side middle half	300X250			
Video ads				
SPONSORSHIPS				
Live event			4,000.00	
Social media				50
Playlist		300.00	10.00	
AGGREGATED CONTENT				



Nation Courier service is a subsidiary of NMG in Uganda with nationwide delivery service that has supported businesses covering over 160 districts, business centres and destinations across Uganda and East Africa. The NCU service offers highly competitive transit times and delivery schedules for all time sensitive communications nationwide.



Deliver your goods with our  **SERVICE**

EXPRESS COURIER STANDARD TARIFF GUIDE, UGANDA - CURRENCY (UGX)

Destination	Zone	T/T in Days	Rate(Shs) Per 1st Kg	Destination	Zone	T/T	Rate(Shs) Per 1st KG
ARUA	H	2	10,000	KUMI	F	1	10,000
BUGIRI	E	1	10,000	LIRA	F	1	10,000
MALABA	F	1	08,000	LUGAZI	D	1	08,000
BUSHENYI	F	1	10,000	LUWERO	E	1	10,000
BUSIA	F	1	08,000	LYANTONDE	F	2	10,000
ENTEBBE	C	1	05,000	MASAKA	F	1	10,000
FORTPORTAL	F	1	10,000	MASINDI	F	1	10,000
IBANDA	H	2	15,000	MBALE	F	1	10,000
GULU	G	1	10,000	MBARARA	F	1	10,000
HOIMA	F	1	10,000	MITYANA	F	1	10,000
ISHAKA	F	1	15,000	MPIGI / WAKISO	D	1	08,000
IGANGA	E	1	10,000	NTUNGAMO	F	2	10,000
JINJA	E	1	08,000	MUBENDE	F	1	10,000
KABALE	F	1	10,000	MUKONO	C	1	08,000
NEBBI	H	2	10,000	NAKASONGOLA	H	2	12,000
KAMULI	F	1	10,000	PALLISA	F	1	12,000
TORORO	F	1	08,000	MOROTO	H	2	25,000
NAKAPIRIPIT	H	2	25,000	KAMPALA CENTRAL			3,500
SUBURBS AROUND KAMPALA			5,000				
KAYUNGA	F	1	10,000	KALANGALA	H	2	25,000

EXPRESS COURIER STANDARD TARIFF GUIDE, UGANDA - CURRENCY (UGX)

Destination	Zone	T/T in Days	Rate(Shs) Per 1st Kg	Destination	Zone	T/T	Rate(Shs) Per 1st KG
KASESE	F	1	10,000	RUKUNGIRI	H	1	15,000
PADER	H	2	25,000	KATAKWI	H	2	10,000
KIBOGA	C	1	10,000	SOROTI	H	1	10,000
SIRONKO	H	2	15,000	ADJUMANI	H	2	15,000
KISORO	H	2	25,000	MOYO	H	2	25,000
KITGUM	H	2	15,000	KOTIDO	H	2	25,000
Rates are for 0.5 kgs			Non Documents Per Extra 1 Kg is 1500	Free Pickup option for corporate customers T/T: Normal business days taken in transit	T/T+1 day for outside town.	T/T is for town Centre's.	
18% VAT Exclusive			Payment terms:				1 month credit facility for corporate

REGIONAL TARIFF GUIDE.

DESTINATION(COUNTRY)	RATES PER 1 ST ONE KG	EVERY EXTRA 1 KG
Kenya	20,000	5000

Our tariff regime provides a framework to guide our transactions with non-account holders. However owing to the nature of the industry we provide for price discrimination as a tool to widen our

customer base. That most of our service rates to our corporate and some walk in customers are negotiated.

