



RICHARDS BAY RADIO

Richards Bay - North Coast Radio House

Established in 2003 and licensed in 2008, North Coast Radio Station has been a beacon of reliable information for uMhlathuze and King Cetshwayo District since its inception. Relicensed in 2014 and 2019, our mission remains steadfast: to empower our community with accurate news and preserve traditional culture for the world to appreciate.

Prepared by:

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Member of



www.northcoastradio104.co.za



ABOUT OUR RADIO STATION

ABOUT US

Established in 2003 and licensed in 2008, North Coast Radio Station has been a beacon of reliable information for uMhlathuze and King Cetshwayo District since its inception. Relicensed in 2014 and 2019, our mission remains steadfast: to empower our community with accurate news and preserve traditional culture for the world to appreciate.

OUR VISION STATEMENT

To be the leading local community radio station in Northern KwaZulu-Natal.

OUR MISSION STATEMENT

To deliver relevant, empowering, accurate and reliable information to the community.

COMMUNITY MEDIA SOLUTIONS

Community-driven media plays a critical part in keeping the community informed and educated. We offer a wide range of radio shows that are tailored to the target audience of our advertisers and our listeners. This station also allows you to connect with our loyal listeners. See below the rate card and company profile to help you with your media planning to reach your advertising objectives.

**RADIO &
ONLINE**

1 020 000
UMHLATHUZE IN
PARTICULAR, AND
KING CETSHWAYO
DISTRICT
POPULATION

AVERAGE
LISTENERSHIP
80 000+
MONTHLY

+2100
ONLINE PAGEVIEWS
5.4K
LIKES
10K
REACH

MAIN OBJECTIVES



- Promote equal rights, participation and opportunities for women
- Encourage youth development
- Promote rural and urban areas cohesion
- Promote local employment opportunities
- Encourage co-operation with other radio stations
- Promote law and order
- Promote local culture, and local/national patriotism
- Provide access to locally spoken languages
- Promote religion in the community
- Promote educational broadcasting
- Promote health and the environment, with special attention bias to HIV/AIDS pandemic, promote social cohesion and integration

Radio adverts can be sent in an MP4 format.

If your company / organisation needs radio production, an additional production cost will be charged at a rate of R p/h of production

DID YOU KNOW?

- Our content is regulated by Independent Communications of South Africa (ICASA)?
- ICASA has relicensed us for the next 7 years?

COVERAGE AREA



MUNICIPALITY	COVERAGE	POPULATION
UMHLATHUZE	100%	412 075
NKANDLA	100%	108 896
MFOLOZI	100%	159 668
UMLALAZI	100%	241 416
MTHONJANENI	100%	47 818
TOTAL KING CETSHWAYO DISTRICT		1 021 344

Add a little bit of body text

Radio adverts can be sent in an MP4 format.

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DID YOU KNOW?

- That our broadcasting language is 60% in isiZulu and 40% English

PRODUCTS & SERVICES



PACKAGES

NPO 054 646

This program has the package as follows:

- ❖ Program Name Link Rights e.g. "this program is brought to you by the Department of transport"
- ❖ 5 x program trail "program pre-advertising"
- ❖ Content delivery
- ❖ Phones- ins
- ❖ Competition run i.e. t-shirts, caps

Rates for this package are as follows:

60 minutes @ R9500.00
45 minutes @ R8500.00
40 minutes @ R7500.00
30 minutes @ R6500.00
25 minutes @ R5200.00
20 minutes @ R4052.00
15 minutes @ R3500.00
10 minutes @ R2790.00
5 minutes @ R1580.00
3 minutes @ R950.00

DID YOU KNOW?

- That our news are 70% locally generated, 20% national and 10% international?
- That we have 135 minutes of news per day?

ADVERTISING RATES - DIGITAL



Website Advertising - Tenancy Model

Digital Products

Social Media - Facebook Page Posts

www.northcoastradio104.co.za

Leaderboard (Top of all pages)	728x90PX	R890 per month (Max Clients 3 Per Slot) Rotational)
MPU	300X250PX	R690 per month (Max Clients 3 Per Slot) Rotational)
HALF PAGE	300X600	R990 per month (Max Clients 3 Per Slot) Rotational)
Banner (Above or Below Articles)	468x60	R520 per month (Max Clients 3 Per Slot) Rotational)
Wall Paper Campaign - One Week	Homepage Background	R1300 (Display for one week)
Site Take Over Campaign	Run-off Site One Week	R3500
Facebook	One Post Post with link Boosting Post	R550 R600 R1 800

All campaigns display on Laptop, Desktop and Mobile Devices

Rotating Adverts mean that more than one clients can occupy a slot

DID YOU KNOW?

- All campaigns are recorded and Analytics provided after campaign period
- In-house Design services available at R150 Per Online Ad Design
- Website Traffic also provided
- Artwork can also be supplied

WWW.NORTHCOASTRADIO104.CO.ZA

OUR SELECTION OF PROGRAMMES



Passion and drive is what fuels our team. The sense of community and keeping listeners tuned in is what makes us get up and go!

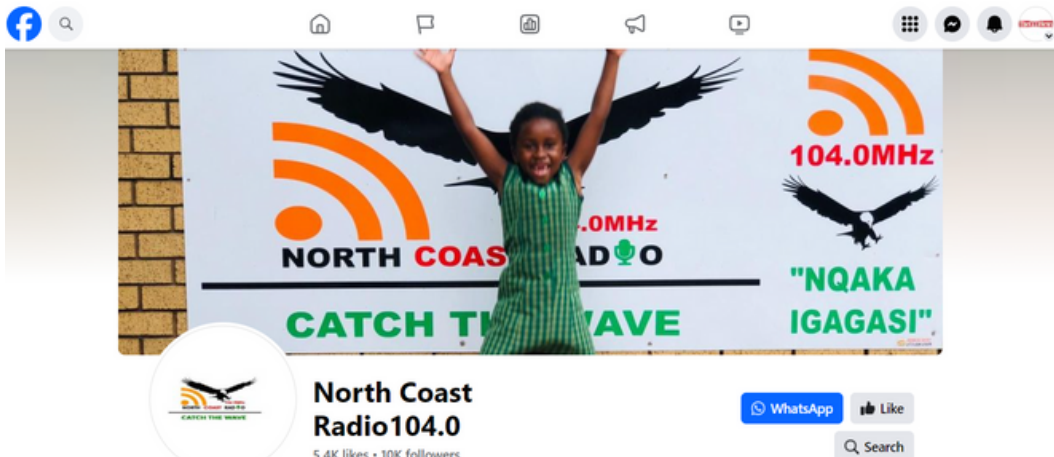
REQUEST A FULL PROFILE OF
EACH SHOW FROM YOUR
MEDIA CONSULTANT



OUR DIGITAL PLATFORMS

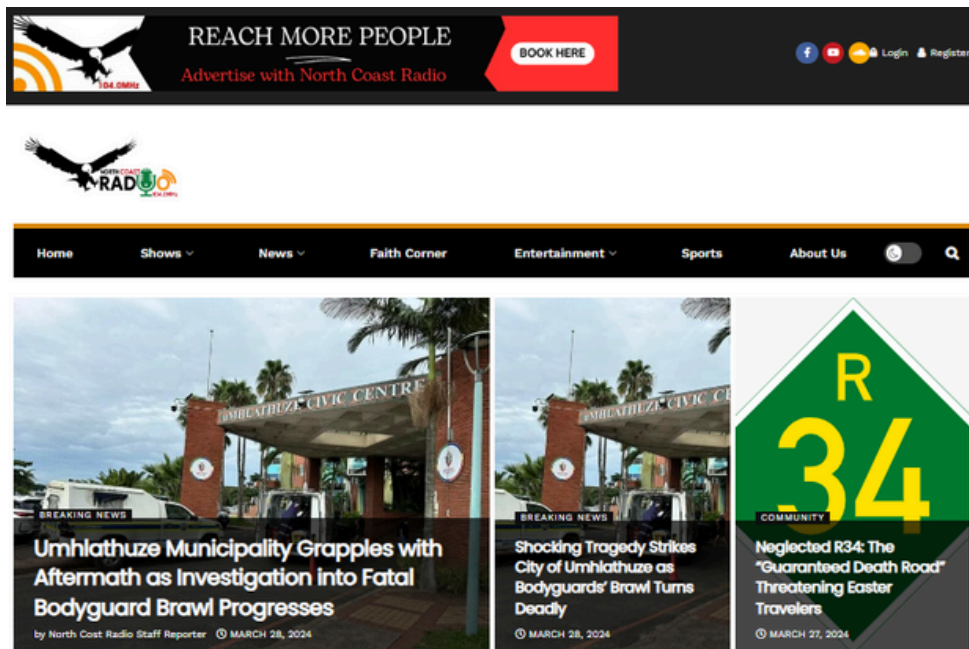


FACEBOOK



Live streaming a selection of shows to allow our listeners an opportunity to engage using whatsapp voice notes and call in

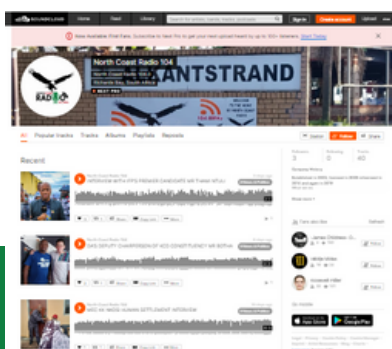
UPDATED WEBSITE



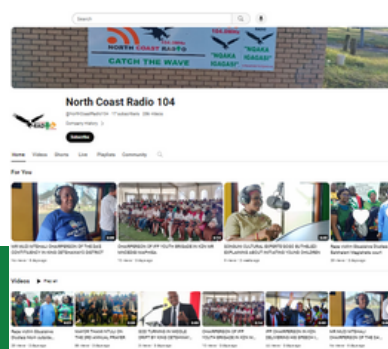
Breaking community news and Entertainment updates aimed at keeping our readers informed and educated about current affairs matters in the community. Allowing for Archiving of galleries, information and news

WWW.NORTHCOASTRADIO104.CO.ZA

SOUND CLOUD FOR AUDIO



YOUTUBE FOR VIDEO & PODCASTING





OUR MAJOR CLIENTS & PARTNERS





THANK YOU FOR ADVERTISING LOCALLY

"A man who stops advertising to save money is like stopping a clock to save time."

CONTACT US :



Call

+27 78 315 0909



Web Address

www.northcoastradio104.co.za



Mail

"northcoastradio104.0@gmail.com"

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