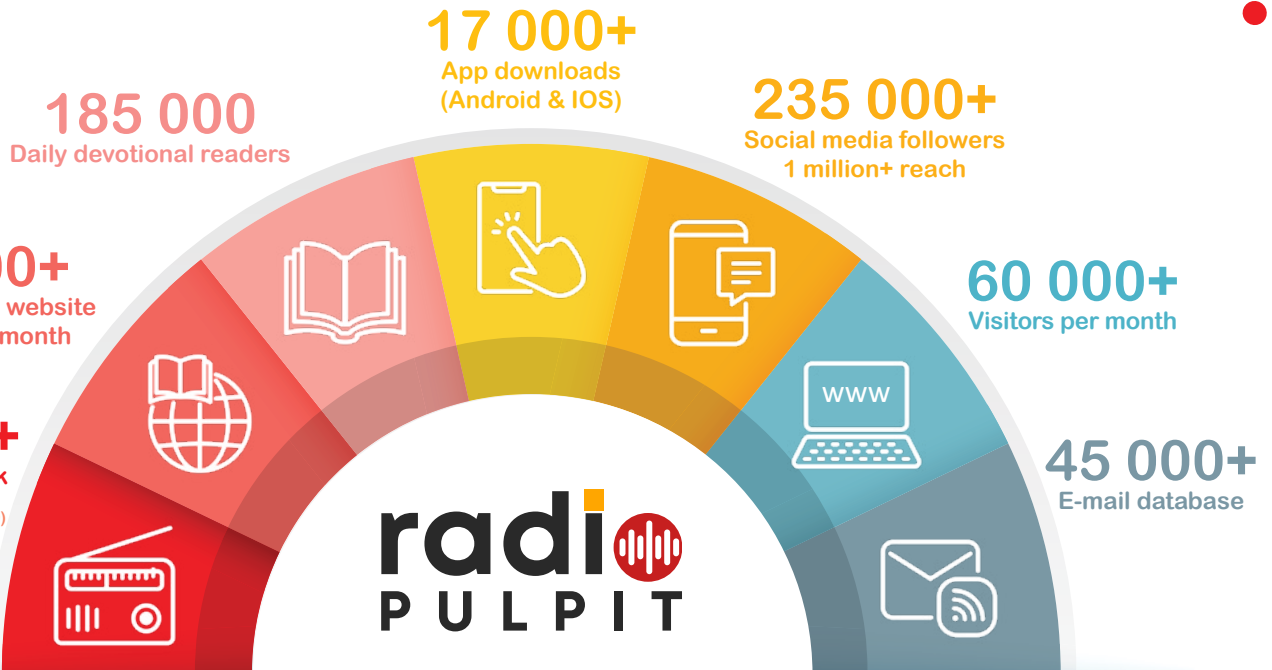


# Radio Pulpit

ADVERTISING RATE CARD

# 2025



**radiopulpit**

**National footprint**  
One of SA's largest Christian radio stations  
Trusted brand for 40 years

**Loyal and dedicated listeners**  
Comprehensive and cost-effective rates  
Value-added offerings

## Your *daily* companion

Listen to us wherever you go – on our app, website and on radio or tune in to DSTv channel 882 or Openview channel 607. Also follow us on social media.



657 AM



Audio Channel #0607



Audio Channel #882



[www.radiopulpit.co.za](http://www.radiopulpit.co.za)  
Live Streaming



Radio Pulpit / Radiokansel



Google Playstore



Radiopulpit



@657AM



Apple App store



# RADIO RATES

(All prices are VAT exclusive)

Reach **400 000+** weekly listeners

	MONDAY TO FRIDAY				SATURDAY & SUNDAY	
	Generic	Sponsorship: Show	Sponsorship: News/Traffic/Weather/Sport	Interview	Generic	Production Cost
	(rate per 30" spot)	(rate per month)	(rate per month) (incl: opening, closing & 30" spot)	(rate per 5 min)	(rate per 30" spot)	
<b>Early Morning 05:00 - 06:00</b>	<b>R580</b>					
<b>Morning Peak 06:00 - 09:00</b>	<b>R980</b>	<b>R25 500</b>	<b>R16 000</b>	<b>R4 500</b>	<b>R650</b>	<b>1 Voice - R1 500</b>
<b>Daytime 09:00 - 15:00</b>	<b>R750</b>	<b>R18 500</b>		<b>R2 950</b>	<b>R400</b>	<b>2 Voices - R3 000</b>
<b>Afternoon Peak 15:00 - 18:00</b>	<b>R980</b>	<b>R25 500</b>	<b>R16 000</b>	<b>R4 500</b>	<b>R400</b>	
<b>Evening 18:00 - 05:00</b>	<b>R500</b>	<b>R18 500</b>		<b>R2 250</b>	<b>R400</b>	

## PACKAGES

Packages (Subject to a 3-month contract)		Value	Investment
<b>Business Companion 10</b>	<b>10 Spots per month x 3 months</b> 5 x Peak Adverts 3 x Daytime Adverts 2 x Weekday Evening Adverts	<b>R8 150</b> <b>R4 900</b> <b>R2 250</b> <b>R1 000</b>	<b>R5 705</b>
<b>Business Companion 15</b>	<b>15 Spots per month x 3 months</b> 8 x Peak Advert 4 x Daytime Adverts 3 x Weekday Evening Adverts	<b>R12 340</b> <b>R7 840</b> <b>R3 000</b> <b>R1 500</b>	<b>R8 638</b>
<b>Light Comprehensive</b>	5 x Peak Adverts 5 x Daytime Advert 2 x Weekend Advert 1 x AM Peak Interview (5 minutes) 12 Months Business Directory Listing 1 Months WFT Webpage Advert 3 x Facebook Post	<b>R17 950</b> <b>R4 900</b> <b>R3 750</b> <b>R 800</b> <b>R4 500</b> <b>R1 500</b> <b>R2 500</b> <b>Added value</b>	<b>R12 565</b>
<b>Comprehensive</b>	10 x Peak Adverts 8 x Daytime Adverts 1 x AM Peak Interview (5 minutes) 1 x Daytime Interview (5 minutes) 12 Months Business Directory Listing 1 Months WFT Webpage Advert 3 x Facebook Posts	<b>R27 250</b> <b>R9 800</b> <b>R6 000</b> <b>R4 500</b> <b>R2 950</b> <b>R1 500</b> <b>R2 500</b> <b>Added value</b>	<b>R19 075</b>

## OTHER

<b>Outside Broadcast</b>	2 Hour live broadcast from your business, 5 x AM Peak adverts and one AM Peak interview in the week prior to the Outside Broadcast.	<b>R25 000</b>
<b>Live Link Broadcast</b>	Live link to broadcast your event provided by client to Radio Pulpit.	30 minutes – or less 30-60 minutes (or part thereof) <b>R9 500</b> <b>R17 500</b>



# DAILY DEVOTIONAL PUBLICATION RATES

(All prices are VAT exclusive)

Reach **185 000** daily devotional readers

PRINT: 75 000 READERS - DIGITAL: 110 000 READERS PER QUARTER

(All artwork to be supplied by client)

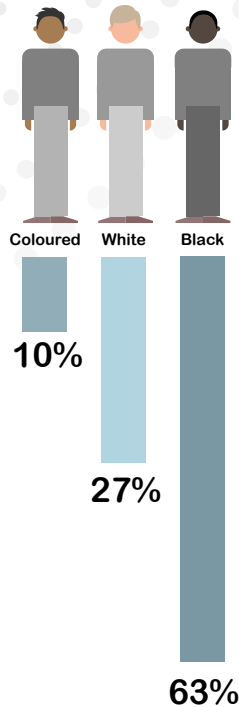
THE WORD FOR TODAY / DIE WOORD VIR VANDAG		YOUTH DEVOTIONALS
Inside Front Cover / Inside Back Cover	<b>R13 500</b>	<b>Sponsorship opportunities available</b>
Full Page	<b>R10 300</b>	
Half Page	<b>R 5 100</b>	
Quarter Page	<b>R 2 400</b>	
Double Page Spread	<b>R17 300</b>	
Strip Advert	<b>R 750</b>	

# AUDIENCE PROFILE

## SEM



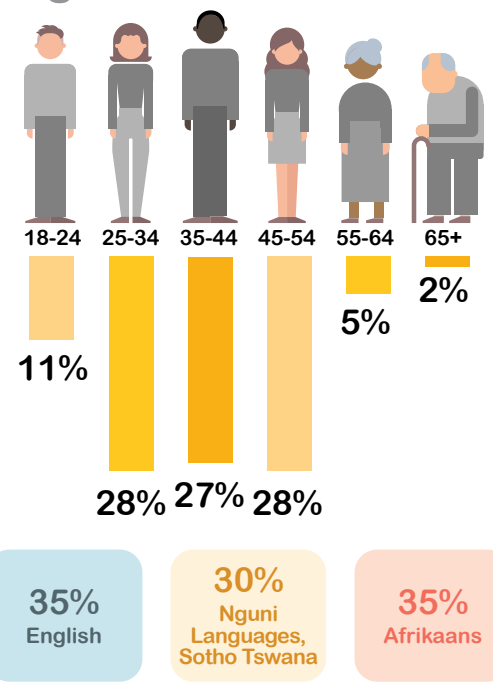
## Race



## Gender



## Age



## DIGITAL RATES

(All prices are VAT exclusive)

Reach **1 000 000+** per month

### WEBSITE

CLICK TO VISIT [WWW.RADIOPULPIT.CO.ZA](http://WWW.RADIOPULPIT.CO.ZA)

Channel	Type of Advert	Dimensions	Price (Monthly)	Added Value (Monthly)	Design Fee (if applicable)
Radio Pulpit & Radiokansel Websites	Square - Home Page	300x300px	<b>R1 000</b>	1 x Facebook Posts + IG	<b>R450 per design</b>
	Banner - WFT Page	766x180px	<b>R2 500</b>	3 x Facebook Posts	
	Square - WFT Page	300x300px	<b>R2 000</b>	3 x Facebook Posts	
	Banner - Team Page	1920x400px	<b>R1 500</b>	3 x Facebook Posts	
	Banner - Schedule Page	1920x400px	<b>R1 500</b>	3 x Facebook Posts	
	Banner - App Page	766x180px	<b>R1 500</b>	3 x Facebook Posts	
	Ad Space on Programme Page	300x300px	<b>R1 000</b>	2 x Facebook Posts	

### APP

GOOGLE PLAY DOWNLOAD | APPLE APP STORE DOWNLOAD

Channel	Type of Advert	Dimensions	Price (Weekly)	Added Value (Monthly)	Design Fee (if applicable)
Radio Pulpit App	Mobile App Advert	1586x1586	<b>R750</b>	2 x Facebook Posts	<b>R450 per design</b>

### E-MAILER

Channel	Type of Advert	Dimensions	Price (Monthly)	Added Value (Monthly)	Design Fee (if applicable)
E-mailer to Radio Pulpit listeners	E-mailer	640x900 (or longer)	<b>R3 500 for one e-mailer</b>	3 x Facebook Posts	<b>R450 per design</b>

### SOCIAL MEDIA

FACEBOOK | INSTAGRAM

Channel	Details	Dimensions	Price (Monthly)	Added Value (Monthly)	Design Fee (if applicable)
Facebook	Post - Script & Image	1200x628px	Added value to web advert(s)	3 x Facebook Posts	<b>R450 per design</b>
	Facebook slider (5 images)	1080x1080px	Added value to x3 web adverts	Slider	<b>R820 per clip</b>
	Boost your post for 4 days	Must specify audience/ad content	R100 per boost	N/A	<b>N/A</b>
Instagram	Post - Script, Image, #	1080x1080px	Added value to web advert(s)	3 x Facebooks posts	<b>R450 per design</b>

### E-DEVOTIONAL MAILER BLOCK ADVERT

Channel	Details	Dimensions	Price (Monthly)	Added Value (Monthly)	Design Fee (if applicable)
e-Devotion e-mailer to subscribers	Ad block on e-Devotion	213x213px	R1 500 for 1 advert, sent three days	N/A	<b>R450 per design</b>



# BUSINESS DIRECTORY RATES

(All prices are VAT exclusive)

## PACKAGES

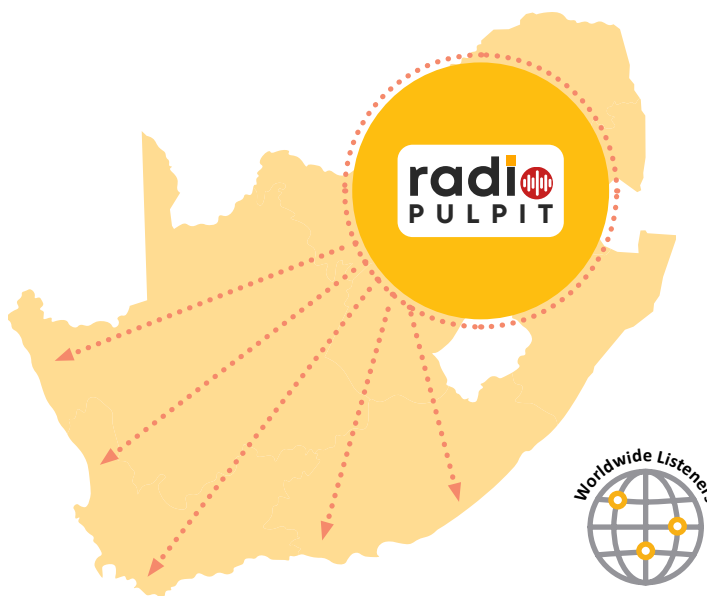
(LISTINGS = YEARLY; WEB ADVERTS FOR ONE MONTH; RADIO ADVERTS AND INTERVIEWS ONCE-OFF)

<b>STANDARD LISTING</b>	<b>PACKAGE VALUE: R9 920</b>	<b>YOU PAY: R3 000</b>
What you receive: <ul style="list-style-type: none"> <li>● Directory listing for 12 months</li> <li>● 4 x Radio adverts (30 sec each)</li> <li>● 1 x Radio interview (5 min)</li> </ul>		
<b>GOLD LISTING</b>	<b>PACKAGE VALUE: R17 920</b>	<b>YOU PAY: R7 000</b>
What you receive: <ul style="list-style-type: none"> <li>● Directory listing for 12 months</li> <li>● 4 x Radio adverts (30 sec each)</li> <li>● 2 x Radio interviews (5 min)</li> <li>● 2 x Web adverts on both radiopulpit.co.za and radiokansel.co.za</li> </ul>		
<b>PREMIUM LISTING</b>	<b>PACKAGE VALUE: R24 110</b>	<b>YOU PAY: R11 000</b>
What you receive: <ul style="list-style-type: none"> <li>● Directory listing for 12 months</li> <li>● 7 x Radio adverts (30 sec each)</li> <li>● 2 x Radio interviews (5 min)</li> <li>● 3 x Web adverts on both radiopulpit.co.za and radiokansel.co.za</li> <li>● 1 x App advert</li> </ul>		

## RADIO PULPIT...

is an established, reliable and relevant media voice and preferred Christian radio partner in South Africa and beyond. With more than four decades of broadcasting experience, this trusted brand is a welcome voice in households and businesses across the country.

As an agile and fast adaptable media company in the digital era, Radio Pulpit produces and broadcasts radio programmes, supported by publications and digital, social and electronic media. Our multi-lingual listener base of more than 400 000 listeners stretches across generations and includes both a growing local and worldwide audience.



### Terms & Conditions

- Rates are based on a 30 second recorded and approved Radio Ad of 75-85 words (MP3 Format), and exclude VAT.
- Live read closing adverts carry a 25% surcharge.
- Preferred time booking within a specified hour is subject to a 25% loading fee.
- Rates do not include production fee of the advert. Speak to a consultant about the different options available for advert production.
- The format of the opening billboard must be as follows: This news bulletin/traffic report, etc. is sponsored by ... (sponsor's name)
- All opening billboards allow for 10 words following the sponsor's name.
- Sponsorships subject to availability - speak to a consultant about the available slots.
- Interview rates are based on one interview broadcast with a maximum duration of 5 minutes.
- Clients need to supply 5 interview questions to the consultant at least 24 hours prior to the scheduled recording.
- All interview broadcasts, Outside Broadcasts, and Live Link Broadcasts, are subject to availability and approval by Radio Pulpit management

**Radio Pulpit is a trusted brand with four decades of broadcasting experience - the preferred Christian radio partner in South Africa and beyond.**