



RBA, KG 7 Blvd  
Kacyiru.

P.O.Box 83,  
Kigali, Rwanda.

Tel: (250) 0252 576540

info@rba.co.rw

## RBA RATE CARD

2020

## **RATIONALE**

In order to adapt to today's market updates and growth in the broadcasting industry, RBA as key player in this domain has introduced a range of services and broadcasting solutions which requires to upgrade all the internal related sales tools including the rate card.

## **NEW RATES**

RBA has introduced new products and services that requires new rates other than the ones in previous rate card hence upgraded as follows ;

- Rates for new services (TV & Radios)
- RBA Production service rates
- Online service rates
- KC2 Service rates
- Equipment rental & service hire rates
- Upgraded rates for value added existing services (e.g. syndicated programs)

This upgraded rate card will aim to bridge the above mentioned gaps and expand pan for RBA business negotiation possibilities and increased customer service delivery and support.

## UPDATED RBA ADVERTISING RATE CARD 2020

### Introduction:

As of the year 2020, RBA has 8 Radio Stations and 2 Television Stations network that gives it an outstanding national coverage, RBA has a range of online and multimedia solutions and related equipment that gives a strong competitive advantage for any advertiser to benefit from as compared to other media houses.

RBA has five regional Radio stations in different provinces which can provide an excellent syndication platform giving any advertisers the lowest cost per 1000 advertising spend.

Advertising on any RBA Network depends on the different time zones (prime and off prime) and the length of the message.

N.B Other than changes mentioned in this documents, rates will remain as appear in previous rate card.

### **RWANDA TELEVISION**

#### **Spot Advertisement**

<u>TIME</u>	<u>15-sec</u>	<u>30-sec</u>	<u>45 seconds</u>	<u>60 seconds</u>
<b>3.00 pm-6.30pm</b>	30,000	60,000	85,000	110,000
<b>6.30pm-7.30pm</b>	37,500	75,000	105,000	142,000
<b>7.30pm-9.45pm</b>	52,500	105,000	157,500	210,000
<b>9.45pm-4.30am</b>	15,000	30,000	45,000	60,000
<b>4:30am-9:30am</b>	22,500	45,000	67,500	90,000
<b>9:30am-3:00pm</b>	15,000	30,000	45,000	<b>60,000</b>
<b>Evening News (Kinyarwanda,</b>	<b>78,750</b>	<b>157,500</b>	<b>-</b>	<b>315,000</b>

<b>English &amp; French)</b>				
<b>SQUEEZE BACKS &amp; OTHER RELATED INFO GRAPGIC ADDS</b>	<b>55,500</b>	<b>85,500</b>	<b>105500</b>	<b>145,500</b>
<b>SCROLL MESSAGES &amp; ANNOUCEMENTS</b>		<b>55,000</b>	<b>75,500</b>	<b>105,000</b>

**NB**

- **All Bookings must be made 5 Hrs in advance.**
- **Rates are net of VAT**

**SPECIAL DISCOUNTED RUNOFF STATION PACKAGES/RANDOM ADVERT PLACEMENT:**

Special discount packages based on 30-sec has been worked out to benefit long term advertisers. The spots will be randomly scheduled as and when space is available.

There is no guarantee that the spot will air in a particular time zone.

<b>PACKAGES</b>	<b>OPTION-ONE 5% discount</b>	<b>OPTION ONE 7% discount</b>	<b>OPTION TWO 10% discount</b>	<b>OPTION THREE 15% discount</b>
<b>Duration</b>	4.3 weeks	4.3 weeks	8.6 weeks	12.9 weeks
<b>Number of Spots</b>	15	30	60	90
<b>Book Value</b>	Up to 967,575	1,935,150	3,710,700	5,805,450
<b>Final Cost</b>	919,196	1,799,689	3,483,270	4,934,632

Allocation of adverts will be done by sales and Advertising Manager depending on availability of time slots and approved by Director of Marketing and Business Development before forwarded to TV or Radio for airing. A copy will be shared with the client.

**RTV DOCUMENTARY/SPECIAL FEATURES/EDUCATIONAL/GOVERNMENT**

<b>TIME</b>	<b>5-Min</b>	<b>10-Min</b>	<b>15-Min</b>	<b>30-Min</b>	<b>60-Min</b>
<b>1.30pm-6.30pm</b>	195,000	225,000	395,000	595,000	875,000
<b>6.30pm-10.00pm</b>	275,000	495,000	595,000	895,000	-
<b>06.30AM-1.30 pm</b>	50,000	100,000	125,000	150,000	EXCL SAT&SUN
<b>10.40pm-6.30 am</b>	75,000	105,000	95,000	125,000	215,000

**RTV COMMERCIAL DOCUMENTARIES/ENTERTAINMENT**

<b>TIME</b>	<b>5-Min</b>	<b>10-Min</b>	<b>15-Min</b>	<b>30-Min</b>	<b>60-Min</b>
<b>01.30pm-6.30pm</b>	115,000	295,000	495,000	595,000	895,000
<b>06.30pm-10.45pm</b>	175,000	695,000	995,000	1350,000	-
<b>06.30AM-1.30 pm</b>	50,000	100,000	125,000	150,000	EXCL SAT&SUN
<b>10.45pm-6.30 am</b>	75,000	105,000	95,000	125,000	215,000

**All bookings are made 2 days in advance and Materials should reach RBA office with 12 hrs before broadcasting time**

**RTV LOCAL PROGRAMME SPONSORSHIP**

	<b>15-Minutes</b>	<b>30-Minutes</b>	<b>60-Minutes</b>
<b>NON-EXCLUSIVE</b>	175,000	235,510	354,590
<b>EXCLUSIVE</b>	380,000	818,260	1,363,770
<b>ACTVATIONS / FEATURING IN THE SHOW</b>	795,000	1,618,262	3,545,655

TALK SHOW			2,363,770
-----------	--	--	-----------

### RTV FOREIGN PROGRAMMES

ITEM	15 Minutes	30 Minutes	60 Minutes
NON-EXCLUSIVE	129,000	214,500	429,130
EXCLUSIVE	214,500	429,130	858,270

➤ **30-second announcement 58,185/-**

➤ **2 Minutes CSI clip within News/Special reporting 1,200,000 RWF**

### Outside Broadcasting Service (1<sup>st</sup> Hour) in Kigali

- 1,400,000 RWF OB Van Location (SD,HD&HD7CC)
- 2,800,000 RWF OB Van Location(HD13CC)
- 1,563,770 RWF Airtime
- 350,000 RWF Technical Requirements
- 1,363,770 RWF/each additional hour plus technical requirements

## KIGALI CHANNEL TWO TELEVISION (KC2 TV)

### Spot Advertisement

<b>TIME</b>	<b>15-sec</b>	<b>30-sec</b>	<b>45 seconds</b>	<b>60 seconds</b>
<b>3.00 pm-6.30pm</b>	15,000	30,000	42,500	55,000
<b>6.30pm-7.30pm</b>	18,750	37,500	52,500	71,000
<b>7.30pm-9.45pm</b>	26,250	52,500	78,750	105,000
<b>9.45pm-4.30am</b>	7,500	15,000	22,500	30,000
<b>4:30am-9:30am</b>	11,250	22,500	33,750	45,000
<b>9:30am-3:00pm</b>	7,500	15,000	22,500	30,000
<b>WITHIN NEWS</b>	<b>39,375</b>	<b>78,750</b>	-	<b>157,500</b>
<b>SQUEEZE BACKS &amp; OTHER RELATED INFO GRAPGIC ADDS</b>	<b>27,750</b>	<b>42,750</b>	<b>52,750</b>	<b>72,750</b>
<b>SCROLL MESSAGES &amp; ANNOUCEMENTS</b>		<b>27,500</b>	<b>37,750</b>	<b>52,500</b>

**NB**

- **All Bookings must be made 5 Hrs in advance.**
- **Rates are net of VAT**

**KC2 SPECIAL DISCOUNTED RUNOFF STATION PACKAGES/ Random advert placement:**

Special discount packages based on 30-sec has been worked out to benefit long term advertisers. The spots will be randomly scheduled as and when space is available. There is no guarantee that the spot will air in a particular time zone.

<b>PACKAGES</b>	<b>OPTION- ONE 5% discount</b>	<b>OPTION ONE 7% discount</b>	<b>OPTION TWO 10% discount</b>	<b>OPTION THREE 15% discount</b>
<b>Duration</b>	4.3 weeks	4.3 weeks	8.6 weeks	12.9 weeks
<b>Number of Spots</b>	15	30	60	90
<b>Book Value</b>	Up to 483,788	967,575	1,855,350	2,902,725
<b>Final Cost</b>	459,598	899,845	1,741,635	2,467,316

Allocation of adverts will be done by sales and Advertising Manager depending on availability of time slots and approved by Division Manager of Sales and Marketing before forwarded to TV or Radio for airing. A copy will be shared with the client.

#### **KC2 TV DOCUMENTARY/SPECIAL FEATURES/EDUCATIONAL/GOVERNMENT**

<b>TIME</b>	<b>5-Min</b>	<b>10-Min</b>	<b>15-Min</b>	<b>30-Min</b>	<b>60-Min</b>
<b>1.30pm-6.30pm</b>	97,500	112,500	197,500	297,500	437,500
<b>6.30pm-10.00pm</b>	137,500	247,500	297,500	447,500	-
<b>06.30AM-1.30 pm</b>	25,000	50,000	62,500	75,000	EXCL SAT&SUN
<b>10.40pm-6.30 am</b>	37,500	52,500	47,500	62,500	107,500

#### **KC2 COMMERCIAL DOCUMENTARIES/ENTERTAINMENT**

<b>TIME</b>	<b>5-Min</b>	<b>10-Min</b>	<b>15-Min</b>	<b>30-Min</b>	<b>60-Min</b>
<b>01.30pm-6.30pm</b>	57,500	147,500	247,500	297,500	447,500



<b>06.30pm-10.45pm</b>	87,500	347,500	497,500	675,000	-
<b>06.30AM-1.30 pm</b>	25,000	50,000	62,500	75,000	EXCL SAT&SUN
<b>10.45pm-6.30 am</b>	37,500	52,500	47,500	62,500	107,500

**All bookings are made 2 days in advance and Materials should reach RBA office with 12 hrs before broadcasting time**

### **KC2 LOCAL PROGRAMME SPONSORSHIP**

	<b>10-Minutes</b>	<b>15-Minutes</b>	<b>30-Minutes</b>	<b>60-Minutes</b>
NON-EXCLUSIVE		87,500	117,755	177,295
EXCLUSIVE		190,000	409,130	681,885
ACTVATIONS / FEATURING IN THE SHOW	250,000	397,500	809,131	1,772,828
TALK SHOW				1,181,885

### **KC2 FOREIGN PROGRAMMES**

<b>ITEM</b>	<b>15 Minutes</b>	<b>30 Minutes</b>	<b>60 Minutes</b>
NON-EXCLUSIVE	64,500	107,250	214,565
EXCLUSIVE	107,250	214,565	429,135

➤ **30-second announcement 29,500/-**

➤ **2 Minutes CSI clip within News/Special reporting/Coverage 600,000 RWF**

### **Outside Broadcasting Service (1<sup>st</sup> Hour) in Kigali**

- 1,400,000 RWF OB Van Location (SD,HD&HD7CC)
- 2,800,000 RWF OB Van Location (HD13CC)

- 781,885 RWF Airtime
- 350,000 RWF Technical Requirements
- 681,885 RWF/each additional hour plus technical requirements

**RADIO RWANDA (NATIONAL COVERAGE)**

**30" SPOT ADVERTISEMENTS**

<b>Duration</b>	<b>0500-0900 hrs</b>	<b>0900-1700hrs</b>	<b>1700-21450hrs</b>	<b>2145-0030hrs</b>
30 second Ad	22,500	18,000	22,500	18,000
30 second advert in the News (syndicated)	50,640	50,640	50,640	
Mention in (syndicated programs to 5 community Radios)	37,500	37,500	37,500	
Mention on Radio Rwanda (in none syndicated program)	25,000	25,000	25,000	25,000

**DOCUMENTARIES/SKITS (Radio Rwanda)**

<b>PROPERT</b>	<b>5 minutes</b>	<b>10 minutes</b>	<b>15 minutes</b>	<b>30 minutes</b>	<b>60 minutes</b>
Pre-recorded/SKITS	133,000	199,500	299,250	499,000	898,000
Activations/featuring in the show	-	-	718,800	1,427,740	2,396,400
Live program in studio.	-	-	-	1,198,000	1,997,000

**PROGRAMME SPONSORSHIP (Radio Rwanda)**

<b>Sponsorship</b>	<b>15 minutes</b>	<b>30- minutes</b>	<b>45 minutes</b>	<b>60 minutes</b>
Non Exclusive	199,500	299,250	399,000	798,000
Exclusive	332,500	498,750	798,000	1,197,000

### **MAGIC FM/INTEKO RADIO SPOT ADVERTISEMENT**

<b>Duration</b>	<b>0600-1000 hrs</b>	<b>1000-1800 hrs</b>	<b>1800-2200 hrs</b>	<b>2200-0530 hrs</b>
<b>30- second</b>	<b>5,400</b>	<b>4,200</b>	<b>5,440</b>	<b>4,200</b>
<b>A Mention</b>	<b>10,000</b>	<b>10,000</b>	<b>10,000</b>	<b>10,000</b>

### **COMMUNITY RADIOS SPOT ADVERTISEMENT**

<b>Duration</b>	<b>0600-1000 hrs</b>	<b>1000-1800 hrs</b>	<b>1800-2200 hrs</b>	<b>2200-0530 hrs</b>
30- second	10,390	7,790	10,390	5,195
30- Second in the news	15,585	15,585	15,585	-
Local/community advertisement	3,895	3,895	3,895	3,895
A Mention	<b>10,000</b>	<b>10,000</b>	<b>10,000</b>	<b>10,000</b>

### **DOCUMENTARIES/SKITS COMMUNITY RADIO STATON**

<b>Property</b>	<b>5 Minutes</b>	<b>10 Minutes</b>	<b>15 minutes</b>	<b>30 minutes</b>	<b>60 minutes</b>

Pre-recorded Show	66,500	119,700	125,500	199,500	478,880
Live Program in Studio	-	-	235,000	325,000	598,750

**PROGRAMME SPONSORSHIP:**

Sponsorship	10 minutes	15 minutes	30 minutes	60 minutes
NON-EXCLUSIVE	49,500	55,500	75,500	99,650
EXCLUSIVE	149,250	195,500	215,250	249,250

**DOCUMENTARIES/SKITS RADIO INTEKO**

Property	5 Minutes	10 Minutes	15 minutes	30 minutes	60 minutes
Pre-recorded Show	25,500	45,700	100,500	155,500	478,880
Live Program in Studio	-	-	-	125,000	598,750

**STANDARD PACKAGES (RADIO RWANDA & MAGIC FM):**

RBA management believes that the standard packages provide an excellent return on advertising investment with the lowest cost per 1000 advertising value. The package offer generous discount. Two commercials in the prime time and three in the standard day segment. Concessions are given to clients who may plan to advertise across the RBA network.

## **RADIO RWANDA**

<b>PACKAGES</b>	<b>OPTION ONE</b>	<b>OPTION TWO</b>	<b>OPTION THRE</b>	<b>OPTION FOUR</b>
Duration	4.3 weeks	4.3 weeks	8.6 weeks	12.9 weeks
Number of spots	75	150	300	450
Book value	1,123,500	2,475,500	4,950,000	7,425,500
Discount	5%	7%	10%	15%
Final cost	1,175,625	2,301,750	4,455,000	6,311,250

## **MAGIC FM**

<b>PACKAGES</b>	<b>OPTION ONE</b>	<b>OPTION TWO</b>	<b>OPTION THREE</b>
<b>Duration</b>	<b>1 Month</b>	<b>2 Months</b>	<b>3 Months</b>
Number of spots	150 & 60 DJ Mentions	300 & 120 DJ Mentions	450 & 180 DJ Mentions
Book Value	525,000	1,050,000	1,375,000
Discount	10%	20%	25%
Final Cost	472,000	787,500	1,031,250

**RBA Charges 400,000RWF** for the production of a single language/voice radio advert for scripting, voicing, studio time and a CD.

## **RADIO LIVE BROADCAST**

- 350,000 RWF OB Van Charter/rent In Kigali
- 600,000 RWF Sound Systems
- 947,410 RWF Airtime
- 100,000 RWF Technical Requirements
- 1,200,000 OB VAN Charter/ Rent out side Kigali

**ANNOUNCEMENTS ON RADIO RWANDA**

<b>Particulars</b>	<b>HALF PAGE</b>	<b>FULL PAGE</b>
<b>Lost &amp; found</b>	<b>4,500</b>	<b>8,500</b>
<b>Auction</b>	<b>25,500</b>	<b>35,500</b>
<b>PSAs</b>	<b>25,500</b>	<b>35,500</b>
<b>Death Announcements (once)</b>	<b>1,000</b>	

**ANNOUNCEMENTS ON COMMUNITY RADIO STATION**

<b>Particulars</b>	<b>HALF PAGE</b>	<b>FULL PAGE</b>
<b>Lost &amp; found</b>	<b>1,500</b>	<b>2,500</b>
<b>Auction</b>	<b>10,500</b>	<b>15,500</b>
<b>PSAs</b>	<b>10,500</b>	<b>15,500</b>
<b>Death Announcements (once)</b>	<b>500</b>	

**2 Minutes CSI clip within News 435,000 RWF on Radio Rwanda**

**NB: All sponsorship packages are back ended with weekly promos and commercials**

**Other Services**

- TV Archive material \$100 per minute; 1-30 minutes; \$65 per minute for over 30-minute material.
- Recorded Game/Match/similar content 500\$

- Radio Archive material \$20 per minute; 1-10 minute; \$10 for over 10 minute materials.
- Other ratings for production of radio documentaries (rates/Budget will depend on the; Synopsis, outline, script, visual & technical treatment, story board, artists... )
- Ratings for production of drama (Budget will depend on the; Synopsis, outline, script, visual & technical treatment, story board).

## **WEBSITE AND ONLINE ADVERTISEMENT**

### **SOCIAL MEDIA MANAGEMENT**

<b>ITEM/Package</b>	<b>Postings</b>	<b>Cost</b>
Social Media Customization + Content development/ posting/placement + Updates & chart interacts with users.	1	1,500,000 Rwf

NB: A post lasts for one week, the budget for Streaming, Video/Audio uploads will depend on the nature of content task costing.

### **WEB GRAPHICAL MESSAGES/SCROLLS AND ANNOUNCEMENTS**

<b>DURATION</b>	<b>COST</b>
1- 4 Days	160,000 Rwf
4 -7 Days	190,000 Rwf
7-15 Days	450,000 Rwf
15-30 Days	950,000 Rwf

### **MEDIUM SQUARE/RECTANGULAR BANNERS(300X250Pixels)**

<b>Page</b>	<b>Duration</b>	<b>Cost</b>
Main Home page	1 Month	150,000 Rwf
Main Home Page	2 Months	250,000Rwf
Main Home Page	6 Months	950,000Rwf
Main Home Page	1 Year	1,650,000Rwf
Internal Page	1 Months	75,000Rwf
Internal Page	2 Months	130,000Rwf
Internal Page	6 Months	250,000Rwf
Internal Page	1 Year	450,000Rwf

## BRAND STORY/ WEB PAGE PROGRAM SPONSORSHIP

(Health, sports, fashion, hi-tech, Farming, Cultural...)

<u>DURATION</u>	<u>COST</u>
1- 3 Days	60,000 Rwf
3-7 Days	185,000 Rwf
7-14 Days	750,000 Rwf
30 Days	1,500,000 Rwf

### WEB SERVICES RATES SKY SCRAPPER/BANNER

<u>Page</u>	<u>Duration</u>	<u>Cost</u>
Main Home page	1 Month	650,000Rwf
Main Home Page	2 Months	1,150,000Rwf
Main Home Page	6 Months	1,550,000Rwf
Main Home Page	1 Year	2,150,000Rwf
Internal Page(SC banner)	1 Months	50,000Rwf
Internal Page(SC banner)	2 Months	75,000Rwf
Internal Page(SC banner)	6 Months	350,00Rwf
Internal Page(SC banner)	1 Year	750,000Rwf

### PREMIUM TOP LEADERBOARD BANNERS

<u>Page</u>	<u>Duration</u>	<u>Cost</u>
Main Home page	1 Month	550,000Rwf
Main Home Page	2 Months	1,050,000Rwf
Main Home Page	6 Months	1,950,000Rwf
Main Home Page	1 Year	2,850,000Rwf
Internal Page	1 Months	50,000Rwf
Internal Page	2 Months	75,000Rwf
Internal Page	6 Months	250,00Rwf
Internal Page	1 Year	450,000Rwf

### MIDDLE LEADERBOARD BANNERS

<u>Page</u>	<u>Duration</u>	<u>Cost</u>
Main Home page	1 Month	350,000Rwf
Main Home Page	2 Months	650,000Rwf
Main Home Page	6 Months	950,000Rwf
Main Home Page	1 Year	1,650,000Rwf
Internal Page	1 Months	30,000Rwf
Internal Page	2 Months	65,000Rwf



Internal Page	6 Months	150,00Rwf
Internal Page	1 Year	350,000Rwf

### **BOTTOM LEADER BOARD BANNERS**

<b>Page</b>	<b>Duration</b>	<b>Cost</b>
Main Home page	1 Month	450,000Rwf
Main Home Page	2 Months	650,000Rwf
Main Home Page	6 Months	950,000Rwf
Main Home Page	1 Year	1,650,000Rwf
Internal Page	1 Months	50,000Rwf
Internal Page	2 Months	75,000Rwf
Internal Page	6 Months	250,00Rwf
Internal Page	1 Year	350,000Rwf

NB:RBA reserves rights to place or remove the clients web adverts on/from the specific web spot/page... depending on circumstance and if any advert is not placed or is replaced by another content, the client will be notified and compensated with a similar spot in the similar length of time.

### **RBA AUDIO VISUAL PRODUCTION RATES** **OPTION 1(PACKAGED)**

<b>Package</b>	<b>Length</b>	<b>Cost</b>
<b><u>STANDARD PRODUCTION(TVC)</u></b> <ul style="list-style-type: none"> <li>• Content Development</li> <li>• Scripting</li> <li>• Story boarding</li> <li>• Graphics and animations</li> <li>• Photography</li> <li>• Audio Recording &amp; Voicing</li> <li>• Audio video editing</li> </ul>	Up to 60Minutes video	<b>2,650,000 Rwf</b>

### **OPTION 2 (DETAILED)**

<b>CONTENT</b>	<b>LENGTH</b>	<b>COST</b>
Pictures motioning with text and audio background(video format)	Up to 60to Minutes	<b>650,000Rwf</b>
Video mix and motioning per script and audio background	Up to 60 to Minutes	<b>1,150,000</b>
Video mix pictures and graphics motioning per script and audio background	Up to 30 to Minutes	<b>1,650,000Rwf</b>
<b>Special animations</b> <ul style="list-style-type: none"> <li>• Graphic animations</li> <li>• Special animated character insertions</li> <li>• Special audio/video mixing</li> </ul>	Up to 30 to Minutes	<b>4,500,000</b>
<b>SPECIAL STORY COVERAGE PRODUCTION</b> <ul style="list-style-type: none"> <li>• Shooting/Recording Audio/video and editing + adding feasible insertions</li> </ul>	Up to 30 minutes	<b>1,500,000</b>

<p><b>VIDEO DOCUMENTARY</b></p> <ul style="list-style-type: none"> <li>• Conceptualizing</li> <li>• Story boarding</li> <li>• Writing script</li> <li>• Shooting/Recording &amp; Editing videos</li> <li>• Inserting archived/recorded images</li> <li>• Recording &amp; editing Audio</li> <li>• Developing &amp; editing Graphics and animations</li> <li>• Texting</li> <li>• Adding Narrations</li> <li>• Production</li> </ul>	Per minute	<b>375,000</b>
<p><b>VIDEO COVERAGE OF THE EVENT</b> (With a Team of Two Cameramen)</p> <ul style="list-style-type: none"> <li>• Conceptualizing</li> <li>• Writing a script</li> <li>• Shooting interviews</li> <li>• Editing Audio</li> <li>• Developing Graphics,</li> <li>• Editing a short Video</li> <li>• Coverage of the Event of One Day,</li> <li>• give-away of all footage</li> <li>• and one short Video.</li> </ul>	Up to 1 Hour	2,500,000 Rwf
<p><b>PHOTOGRAPHY(Feasible events)</b> Up to 150 Photos</p>	Softcopy Album/Gallery labeling	2,500,000Rwf
<p><b>Special audio program/Drama Series production</b></p> <ul style="list-style-type: none"> <li>• Conceptualizing</li> <li>• Writing a script</li> <li>• Conducting interviews</li> <li>• Recording Audio</li> <li>• Editing Audio</li> <li>• Editing the Radio program</li> <li>• Radio Program/Drama series</li> <li>• Radio program production support</li> </ul>	Up to 30Minutes	1,750,000Rwf
<p><b>Radio Ad Production</b></p> <ul style="list-style-type: none"> <li>• Scripting</li> <li>• Voicing</li> <li>• Recording</li> <li>• Mix &amp; Editing</li> <li>• Mastering</li> <li>• Mixed language/voices</li> </ul>	Up to 60 seconds	750,000Rwf
<p><b>Short Radio drama Production(4 voices)</b></p> <ul style="list-style-type: none"> <li>• Copyright (Script)</li> <li>• Recording</li> <li>• Mix &amp; Editing</li> </ul>	Up to 15Minutes	800,000Rwf

<b>Jingle/Soundtrack</b> <ul style="list-style-type: none"> <li>• Composition</li> <li>• Beat making</li> <li>• Singers/artist recording (excluded artists costs)</li> <li>• Mix &amp; Editing</li> <li>• Mastering</li> </ul>	Up to 30 Minutes	3,750,000
<b>ARCHIVE COST AND PRODUCTION</b> <ul style="list-style-type: none"> <li>• Feasible archived video</li> <li>• Feasible archived photo</li> <li>• Feasible archived audio</li> </ul>	Up to 30 Minutes production	<b>1,500,000</b> For production +(755,000 per year for 1 archived Video) +1(175,000 per year for 1 archived photo/audio)

NB: Any other Archive budget will depend on composition, size, rights, storage, age and any other involved costs.

The above prices are exclusive of taxes and extra charges like for required characters, artist, animations, rights and other required features in the audio/visual production and any other production extra costs.

: Clients ensure full rights on given materials used during the production and hold permissions for shooting sites and involved individuals and contents and ensure to cater for any other required fees for tasks outside RBA's responsibilities.

### **STREAMING SERVICES**

<b>SERVICE</b>	<b>Up to 1Hour</b>	<b>Up to 2hours.</b>
STREAMING	2,500,000	4,500,000
FEED SERVICES	2,500,000	4,250,000
VIDEO RECORDING	1,500,000	3,500,000

### **BRANDING AND VISIBILITY(TV ,ONLINE/ WEBSITE AND FIELD VISIBILITY )**

<b>SERVICE</b>	<b>Up to 1Hour</b>	<b>Up to 2hours.</b>

VISIBILITY /IN STUDIO BRANDING	650,000	1,500,000
PRODUCT DISPLAY(PER 1 PRODUCT)	450,000	950,000
PRESENTER BRANDING (PER PRESENTER)	450,000	950,000
RBA/MEDIA PRODUCT BRANDING	500,000	1,500,000

NB: Any other service budget will depend on number of cameras and equipment involved data consumption and any other involved costs.

#### **EQUIPMENT/RENT SERVICE/HIRE**

<b>EQUIPMENT/SERVICE</b>	<b>1Hour</b>	<b>Up to 4 hours.</b>	<b>Whole day</b>
Flyaway kit(Satellite dish & kit)	1,500,000	4,500,000	8,500,000
Sound System (Medium)	600,000	1,500,000	2,500,000
Sound System (Public Address/Outdoor)	1,500,000	2,500,000	4,500,000
Camera/coverage equipment/technical service support	500,000	1,500,000	2,500,000
Microphone/MC/Presenter/moderation service/ technical support services	500,000	1,500,000	2,500,000
Studio suite/ Standard Room/space/Studio equipment/Service support.	500,000	1,500,000	3,500,000

Other Equipment and service rentals' budget (e.g. Sites, spaces...) will depend on technical specifications, rights and involved service cost.