



20 Dekorte street.Braamfontein
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Introduction

SAUMA HD RADIO is effective and affordable. In our time-challenged society, radio allows people to multi-task while listening. Unlike other traditional media, radio is still considered relevant to the lives of consumers with its easy access, local programming, and reliable, up-to-the-minute information. Listeners feel an emotional connection to their favorite radio station and enjoy the engaging personal touch of local on-air talent who are often perceived as “friends.” SAUMA HD RADIO advertising packages are customized for each specific advertiser to ensure results.

A radio station directly serving the country (RSA), and the most popular mass media vehicle, SAUMA HD RADIO provides an established platform from which retailers and service companies can, at minimal cost, bring products and services to the attention of the region’s urban, peri-urban and rural communities.

For the information of your marketing department, SAUMA HD RADIO is 11 Months old and current footprint embraces a 32 050 plus listenership including following countries (United State of America, Namibia, Singapore and Nigeria,Netherlands,Cameroon,Lesotho and others).

Comprising a culturally eclectic population, ranging from community members to small business entrepreneurs, local government representatives and farm dwellers, the region provides us with a listener LSM profile spanning from 4-8.

We also on a regular basis produce PSA’s (public service announcements) for various government departments, to distribute to regional stations. A current long-standing project is our production and syndication of educational programs from.

To ensure balanced content over its 7-day 24-hour broadcast schedule SAUMA HD RADIO engages in participative dialogue with community leaders and residents alike; provides a wide range of musical entertainment; a popular daily magazine programme focusing on the family, health and women’s issues; youth-participation forums; educational, community health, and cultural programmes; sports coverage, and the opportunity for all to interact on air with current issues affecting themselves, their families and communities towards development and growth.

SAUMA HD Radio Aims To:

- Maximise diversity of programming.
- Inspire creative contributions to radio programming.
- Increase awareness of the power and potential of radio.
- Encourage and inspire upcoming musicians.
- Encourage empowerment and the politics of liberation and discourage protectionism and the politics of resentment.

- Formalise its operations so as to promote fairness, clarity and efficiency in its decisions.
- Encourage access to the facilities by both the Peterborough area and Trent communities.
- Encourage the production of programming which reflects both of these communities.
- Encourage co-operation, interaction, communication and understanding within and between these communities and fully reflect this radio community to the world beyond

LOCATION

SAUMA HD Radio is located in 20 Dekorte Street.Braamfontein

COVERAGE

We are broadcasting live online. This makes it possible for us to everyone around the world.

Programmes

Our programme stands on the principle of democracy and respect for human rights in all aspects. It is aimed at everyone: young people, adults, students, teachers and the general public. Tailored citizen programs have been designed to involve thousands of the communities from all different walks of life. This participatory approach will contribute to the introduction of a more democratic and tolerant culture - a culture which treats everyone as equal.

It is within our own communities that we can each do our part to make the human rights message known and understood. Activities carried out by local human rights and community-based organizations in all parts of the world have shown the power of local commitment and action. International organizations could never replace the remarkable efforts of civil society, but they can encourage and support them.

TARGET AUDIENCE

18 to 50 Years

LOCAL MUSIC

SAUMA HD RADIO is 90% great aspiring upcoming musicians music which isn't heard on other radio stations.

NEWS

Our news covers hourly up-to-date of local, regional, national and international news. The station is unbiased in its news coverage and is perceived as a credible source of information on peace and reconciliation, development and current affairs.

OWNERSHIP/ADMINISTRATION

The station is run with the assistance of a Station Advisory Board appointed.

STAFFING : The station has a workforce of 33 presenters and are quite professional and other are well known people such as : Rosie Motene,Lerato Makhetha(Isidingo),Gabisile Tshabalala(TBT SABC1),Sphiwe Mtshali(Rhythm City).

Special packages for your company/business

Bronze

Activity	Duration	Per Month	Monthly Total
Advertisements	30 seconds	60 Times	
Interviews	15 Minutes	1 Times	
Website ad	30 Days	Days	
			R2115.00

Silver Package

Activity	Duration	Per Month	Monthly Total
Advertisements	30 seconds	60 Times	
Interviews	15 Minutes	4Times	
competitions	10 Minutes	2Times	
Website Ad	30 Days	30 Days	
			R3900.00

Gold Package

Activity	Duration	Per Month	Monthly Total
Advertisements	30 seconds	60Times	
Interviews	15 Minutes	6 Times	
competitions	12 Minutes	4 Times	
Live read(Ads)	1 Minute	4 Times	
Website Ad	30 Days	30 Days	
			R5510.00

Gold Package

Activity	Duration	Per Month	Monthly Total
Advertisements	30 seconds	80Times	
Interviews	15 Minutes	10Times	
competitions	12 Minutes	6 Times	
Live read(Ads)	1 Minute	8 Times	
Outside broadcast	3 Hours	2(once)	
Website Ads	30 Days	30 Days	
			R9.500

Platinum Package

Activity	Duration	Per Month	Monthly Total
Advertisements	30 seconds	80 Times	
Interviews	15 Minutes	12 Times	
competitions	12 Minutes	8 Times	
Live read(Ads)	1 Minute	14Times	
Outside broadcast	3 Hours	2 (once)	
Slot Naming rights	1Hour(Le your company Hour)	20 Days	
			R 18.500

Campaigns under R 10 000 are payable upfront. Campaigns over R 10 000 require a 50% deposit and balance at 30 days. For more information please do not hesitate to contact the Sales Team on: 0117128358 or email: sales@saumahdradios.co.za

SALUMMA