



ADVERTISING RATES

2026-2027

549 Portion 6 Cyferpan Golden Gardens, Vanderbijlpark, South Africa
 EMAIL: thethafm.sales@gmail.com
 WEBSITE: www.thethafm.co.za

CONTACT DETAILS

Sales Manager : Edith Motaung
Cell : 079 388 2902 / 064 670 0367
Email : motaung.edith@gmail.com

FOOT PRINT

Entire Vaal Triangle, Poortjie,
 Randfontein, Ennerdale, Lenasia,
 Eldorado Park, Carletonville, Sasolburg,
 Petrus Steyn, Fochville, Villiers &
 Denneysville, parts of Soweto and
 Ekurhuleni

DEMOGRAPHICS

Listenership **277 000** Source BRC DEC 2024
 Online & Social Media Listenership **142 052**
 Total audience (Radio + Online) **419 052**

Languages used for advertising are English, isiZulu, Sesotho & isiXhosa

RADIO ADVERTISING RATES

30 SECONDS PRE-RECORDED ADVERT SPOTS					
WEEKDAYS		SATURDAY		SUNDAY	
TIME	RATES	TIME	RATES	TIME	RATES
22:00-05:00	R 1,000	22:00-05:00	R1,100	00:00-05:00	R1,100
05:00-06:00	R 1,500	05:00-06:00	R1,100	05:00-06:00	R3000
06:00-09:00	R3,000	06:00-09:00	R2,500	06:00-09:00	R3,500
09:00-12:00	R 2 500	09:00-12:00	R2,500	09:00-12:00	R3,800
12:00-15:00	R2,200	12:00-15:00	R2,000	12:00-15:00	R2,500
15:00-18:00	R3,000	15:00-18:00	R2,500	15:00-18:00	R2,500
18:00-22:00	R3,500	18:00-00:00	R1,100	18:00-22:00	R3,500

15 MINUTES INTERVIEW SPOTS					
WEEKDAYS		SATURDAY		SUNDAY	
TIME	RATES	TIME	RATES	TIME	RATES
06:00-09:00	R 20 000	06:00-09:00	R 20 000	06:00-09:00	R 20 000
09:00-12:00	R 18 500	09:00-12:00	R 18 500	09:00-12:00	R 18 000
12:00-15:00	R 17 000	12:00-15:00	R 17 000	12:00-15:00	R 17 000
15:00-18:00	R 20 000	15:00-18:00	R 20 000	15:00-18:00	R 20 000
18:00-22:00	R 25 000	18:00-00:00	R 25 000	18:00-22:00	R 25 000



ADVERTISING RATES

2026-2027

549 Portion 6 Cyferpan Golden Gardens, Vanderbijlpark, South Africa
 EMAIL: thethafm.sales@gmail.com
 WEBSITE: www.thethafm.co.za

OUTSIDE BROADCAST & LIVE FEED BROADCAST RATES		
FORMAT	DURATION	RATES
Outside Broadcast	3 hours	R 90 000 Government R 80 000 Business
Live Feed Broadcast	30 minutes	R 30 000
Activation	5 hours	R 60 000
Audio/advert Production		R 2 000
Simulcast	3 hours	Negotiable and measured as per needs of the client

ADDITIONAL ADVERTISING		
FORMAT	DURATION	RATES
Live Read	30 Sec	50% of the pre-recorded advert
Competition	5 Min	R 5 000
Exclusive naming rights	Per Interview	R 6 500
News Billboard (Opening & Closing)	Breakfast Show	R 1400
	Mid Morning & Mid Day shows	R 1200
	Afternoon Drive Show	R 1400
	Current Affairs	R 2000
Pre Promo	10 Sec	R 1000
Crossover	5 min	R 5000

SOCIAL MEDIA ADVERTISING – FACEBOOK - TIKTOK - X - INSTAGRAM		
FORMAT	DURATION	RATES
Poster, Video, Information	1 Day	R 2 000
Boosting of Facebook posts	1 Day	R 500

TERMS & CONDITIONS
All Prices Excludes 15% VAT Standard Advertising terms and conditions apply E&OE.