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Adey Tensae Media & Entertainment Plc

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Sheger 102.1	Per second rate	30 second Ad	Per minute rate	30 min sponsorship	60 min sponsorship
Normal time (Monday to Friday)	32.57	977.00	120.75	3,622.50	7,245.00
Prime time (Yealem quwanqa, E&M, Sheger sport, Wey Addis Ababa and Aderech Arada, Tena Wude) Sheger Maleda, News , Before & After News (6:00 & 12:00)					
Saturday & Sunday All Programs	40.00	1,200.00	169.05	5,071.50	10,143.00
Holiday rate					
New year, Christmas Easter and Id Alfetir week long special programs	53.51	1,605.24	280.00	8,400.00	16,800.00
Evening Normal Time 1:00 – 6:00 Except Saturday & Sunday	21.70	651.00	80.50	2,415.00	4,830.00
Chewata Program Sponsorship (5 hours)					12,180.00
Voice Over & Production cost for 30 sec	45.73	1,372.00			
Funeral Ad		2,500.00			
Audience Information - Monday to Friday Five Spots 15 seconds Ad		600.00			3,000.00

No. of spots Discounts

***** Minimum second for one spot is 30 second, all Ads below 30 seconds will be considered as one spot**

*** All prices are including 15% VAT**

NB. Other production requirements will be discussed based on the projects.

	No discount
1-10	
11-30	5%
31-55	10%
56- 86	15%
above 86	20%

