

Rate Card  
**2023**



**Asaase**  
The Voice of Our Land





MONDAY - FRIDAY		SATURDAY		SUNDAY	
Segment	Time	Segment	Time	Segment	Time
PRIME D PREMIUM	06:00AM - 08:30AM				
PRIME D	08:30AM - 10:00AM	PEAK 2	6:00AM - 11:00AM		
PEAK 1	10:00AM - 02:00PM			PEAK 1	6:00AM - 8:00PM
PEAK 2	02:00PM - 05:00PM	PEAK 1	11:00AM - 8:00PM		
PRIME E	05:00PM - 08:00PM			A	08:00PM - 00:00AM
A	08:00PM - 00:00AM	B	00:00AM - 4:00AM	B	00:00AM - 4:00AM
B	00:00AM - 4:00AM	C	04:00AM - 6:00AM	C	04:00AM - 6:00AM
C	04:00AM - 6:00AM				

JINGLES GHS						
Segment	15 SECS	20 SECS	30 SECS	45 SECS	50 SECS	60 SECS
PRIME D PREMIUM	299	450	546	729	761	845
PRIME D	269	405	492	656	685	760
PEAK 1	175	263	320	427	445	494
PEAK 2	219	329	400	533	557	618
PRIME E	240	362	439	587	612	680
A	156	235	286	381	398	442
B	102	153	186	248	259	287
C	117	176	214	285	297	330
BREAK IN 12 O'CLOCK REPORT	201	303	368	491	512	568

LIVE PRESENTER MENTIONS (LPMS)/ ASSOCIATIONS / INTERVIEWS / LIVE COVERAGE						
Segment	LPM	ASSOCIATION	INTERVIEW (10 MINS)	INTERVIEW (15 MINS)	INTERVIEW (20 MINS)	LIVE COVERAGE (1 HOUR)
PRIME D PREMIUM	996	263	7,667	9,200	10,396	20,700
PRIME D	897	237	6,900	8,280	9,357	18,630
PEAK 1	583	154	4,485	5,382	6,082	12,110
PEAK 2	728	192	5,606	6,728	7,602	15,137
PRIME E	801	212	6,167	7,400	8,362	16,651
A	521	138	4,009	4,810	5,436	10,823
B	339	89	2,606	3,127	3,533	7,035
C	389	103	2,996	3,596	4,063	8,090
BREAK IN 12 O'CLOCK REPORT	670	177	X	X	X	X

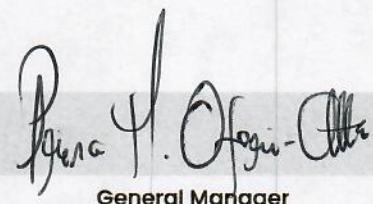
ANNOUNCEMENTS - GHS		
Segment	TIME	RATE
LOCAL	10:05AM	281
POLICE EXTRACT	01:00PM	115
FUNERAL ANNOUNCEMENT	07:00PM	236



Head, Sales & Business Development



Head, Finance & Administration



General Manager



MONDAY - FRIDAY		SATURDAY		SUNDAY	
Segment	Time	Segment	Time	SUNDAY	
PRIME D PREMIUM	06:00AM - 08:30AM				
PRIME D	08:30AM - 10:00AM	PEAK 2	6:00AM - 11:00AM		
PEAK 1	10:00AM - 02:00PM			PEAK 1	6:00AM - 8:00PM
PEAK 2	02:00PM - 05:00PM	PEAK 1	11:00AM - 8:00PM		
PRIME E	05:00PM - 08:00PM				
A	08:00PM - 00:00AM	A	08:00PM - 00:00AM	A	08:00PM - 00:00AM
B	00:00AM - 4:00AM	B	00:00AM - 4:00AM	B	00:00AM - 4:00AM
C	04:00AM - 6:00AM	C	04:00AM - 6:00AM	C	04:00AM - 6:00AM

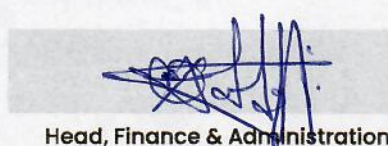
JINGLES GHS						
Segment	15 SECS	20 SECS	30 SECS	45 SECS	50 SECS	60 SECS
PRIME D PREMIUM	239	360	437	583	609	676
PRIME D	215	324	393	525	548	608
PEAK 1	140	211	256	341	356	395
PEAK 2	175	263	320	427	445	494
PRIME E	192	290	352	469	490	544
A	125	188	229	305	318	353
B	81	122	149	198	207	230
C	93	141	171	228	238	264
BREAK IN 12 O'CLOCK REPORT	161	242	294	392	410	455

LIVE PRESENTER MENTIONS (LPMs) / ASSOCIATIONS / INTERVIEWS / LIVE COVERAGE						
Segment	LPM	ASSOCIATION	INTERVIEW (10 MINS)	INTERVIEW (15 MINS)	INTERVIEW (20 MINS)	LIVE COVERAGE (1 HOUR)
PRIME D PREMIUM	797	210	6,133	7,360	8,317	16,560
PRIME D	717	189	5,520	6,624	7,485	14,904
PEAK 1	466	123	3,588	4,306	4,865	9,688
PEAK 2	583	154	4,485	5,382	6,082	12,110
PRIME E	641	169	4,934	5,920	6,690	13,320
A	417	110	3,207	3,848	4,348	8,658
B	271	72	2,084	2,501	2,827	5,628
C	311	82	2,397	2,877	3,250	6,472
BREAK IN 12 O'CLOCK REPORT	536	142	X	X	X	X

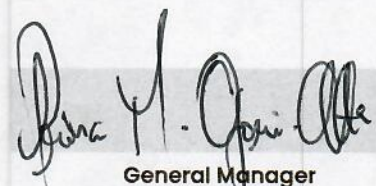
ANNOUNCEMENTS - GHS		
Segment	TIME	RATE
LOCAL	10:05AM	209
POLICE EXTRACT	01:00PM	47
FUNERAL ANNOUNCEMENT	07:00PM	192



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Head, Finance & Administration



General Manager



MONDAY - FRIDAY		SATURDAY		SUNDAY	
Segment	Time	Segment	Time	Segment	Time
PRIME D PREMIUM	06:00AM - 08:30AM				
PRIME D	08:30AM - 10:00AM	PEAK 2	6:00AM - 11:00AM		
PEAK 1	10:00AM - 02:00PM			PEAK 1	6:00AM - 8:00PM
PEAK 2	02:00PM - 05:00PM	PEAK 1	11:00AM - 8:00PM		
PRIME E	05:00PM - 08:00PM				
A	08:00PM - 00:00AM	A	08:00PM - 00:00AM	A	08:00PM - 00:00AM
B	00:00AM - 4:00AM	B	00:00AM - 4:00AM	B	00:00AM - 4:00AM
C	04:00AM - 6:00AM	C	04:00AM - 6:00AM	C	04:00AM - 6:00AM

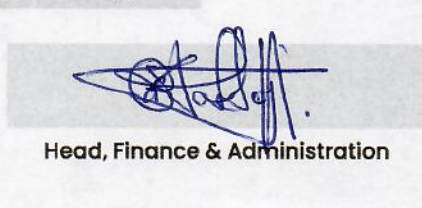
JINGLES GHS						
Segment	15 SECS	20 SECS	30 SECS	45 SECS	50 SECS	60 SECS
PRIME D PREMIUM	194	293	355	474	495	549
PRIME D	175	263	320	427	445	494
PEAK 1	114	171	208	277	289	321
PEAK 2	142	214	260	347	362	402
PRIME E	156	235	286	381	398	442
A	102	153	186	248	259	287
B	66	99	121	161	168	187
C	76	114	139	185	193	215
BREAK IN 12 O'CLOCK REPORT	131	197	239	319	333	369

LIVE PRESENTER MENTIONS (LPMs) / ASSOCIATIONS / INTERVIEWS / LIVE COVERAGE						
Segment	LPM	ASSOCIATION	INTERVIEW (10 MINS)	INTERVIEW (15 MINS)	INTERVIEW (20 MINS)	LIVE COVERAGE (1 HOUR)
PRIME D PREMIUM	648	171	4,983	5,980	6,758	13,455
PRIME D	583	154	4,485	5,382	6,082	12,110
PEAK 1	379	100	2,915	3,498	3,953	7,871
PEAK 2	474	125	3,644	4,373	4,941	9,839
PRIME E	521	138	4,009	4,810	5,436	10,823
A	339	89	2,606	3,127	3,533	7,035
B	220	58	1,694	2,032	2,297	4,573
C	253	67	1,948	2,337	2,641	5,259
BREAK IN 12 O'CLOCK REPORT	436	115	X	X	X	X

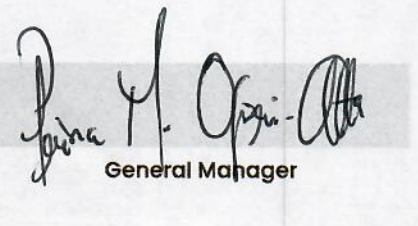
ANNOUNCEMENTS - GHS		
Segment	TIME	RATE
LOCAL	10:05AM	182
POLICE EXTRACT	01:00PM	75
FUNERAL ANNOUNCEMENT	07:00PM	153



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General Manager

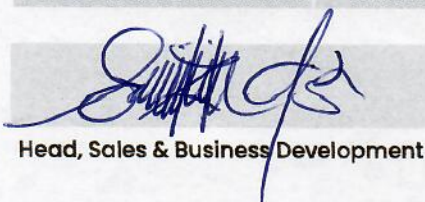


MONDAY - FRIDAY		SATURDAY		SUNDAY	
Segment	Time	Segment	Time	Segment	Time
PRIME D PREMIUM	06:00AM - 08:30AM	PEAK 2	6:00AM - 11:00AM	PEAK 1	6:00AM - 8:00PM
PRIME D	08:30AM - 10:00AM				
PEAK 1	10:00AM - 02:00PM				
PEAK 2	02:00PM - 05:00PM	PEAK 1	11:00AM - 8:00PM	A	08:00PM - 00:00AM
PRIME E	05:00PM - 08:00PM				
A	08:00PM - 00:00AM	B	00:00AM - 4:00AM	B	00:00AM - 4:00AM
B	00:00AM - 4:00AM	C	04:00AM - 6:00AM	C	04:00AM - 6:00AM
C	04:00AM - 6:00AM				

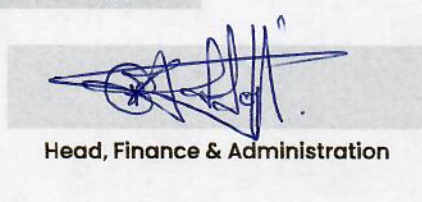
JINGLES GHS						
Segment	15 SECS	20 SECS	30 SECS	45 SECS	50 SECS	60 SECS
PRIME D PREMIUM	209	315	382	510	533	591
PRIME D	188	284	344	459	480	532
PEAK 1	122	184	224	299	312	346
PEAK 2	153	231	280	373	390	432
PRIME E	168	254	308	411	429	476
A	109	165	200	267	279	309
B	71	107	130	173	181	201
C	82	123	149	200	208	231
BREAK IN 12 O'CLOCK REPORT	141	212	257	343	358	398

LIVE PRESENTER MENTIONS (LPMS)/ ASSOCIATIONS / INTERVIEWS / LIVE COVERAGE						
Segment	LPM	ASSOCIATION	INTERVIEW (10 MINS)	INTERVIEW (15 MINS)	INTERVIEW (20 MINS)	LIVE COVERAGE (1 HOUR)
PRIME D PREMIUM	697	184	5,367	6,440	7,277	14,490
PRIME D	628	166	4,830	5,796	6,550	13,041
PEAK 1	408	108	3,140	3,767	4,257	8,477
PEAK 2	510	135	3,924	4,709	5,322	10,596
PRIME E	561	148	4,317	5,180	5,854	11,655
A	365	96	2,806	3,367	3,805	7,576
B	237	63	1,824	2,189	2,473	4,924
C	273	72	2,097	2,517	2,844	5,663
BREAK IN 12 O'CLOCK REPORT	469	124	X	X	X	X

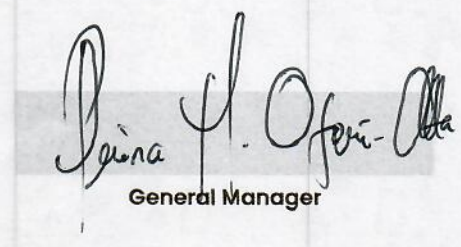
ANNOUNCEMENTS - GHS		
Segment	TIME	RATE
LOCAL	10:05AM	196
POLICE EXTRACT	01:00PM	81
FUNERAL ANNOUNCEMENT	07:00PM	165



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General Manager