



STATION PROFILE

YOUR FEELGOOD STATION



ABOUT US

At 99FM, we want Namibians to be the masters of their own destiny. We think every human has the potential to be brilliant in life if they truly apply themselves. So, every morning we get up with one mission: **To Inspire Positive Change**. And in between, we serve a whole lot of feel-good vibes and playlist only the best Hip-Hop, Afro & RnB.

Namibia's
NUMBER 1
Favourite English Radio Station

*MediaMetrics™ 2022 by Vision Africa



99fm.com.na

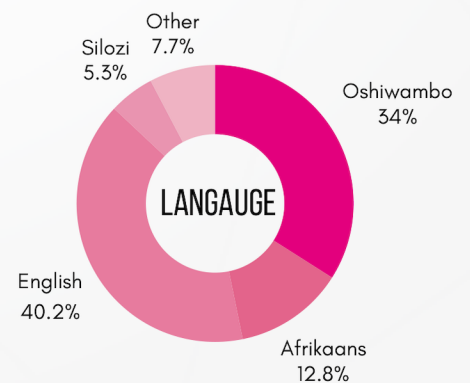
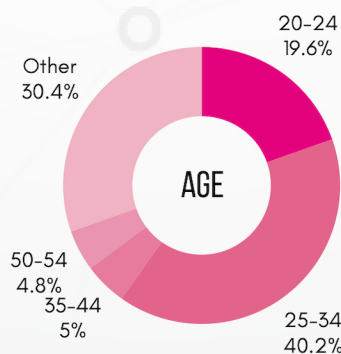
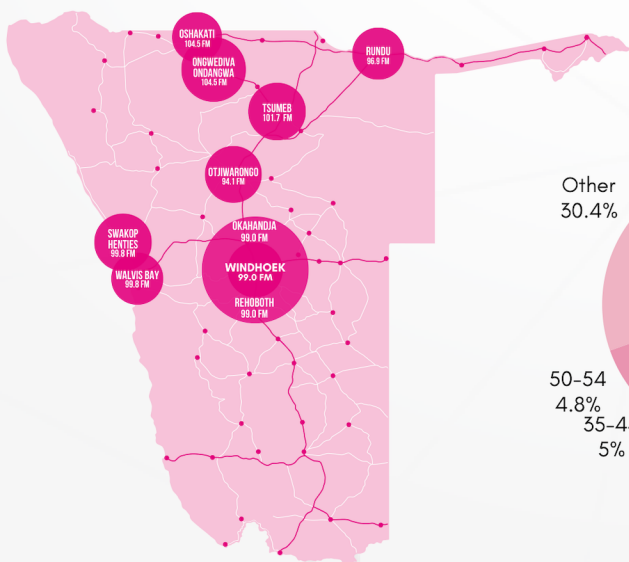
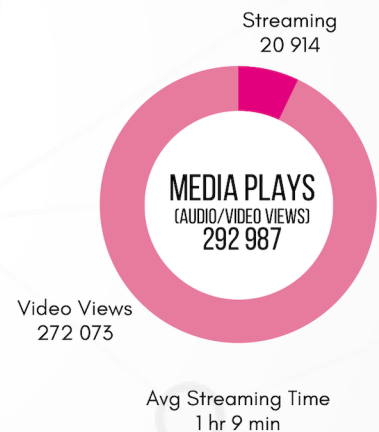
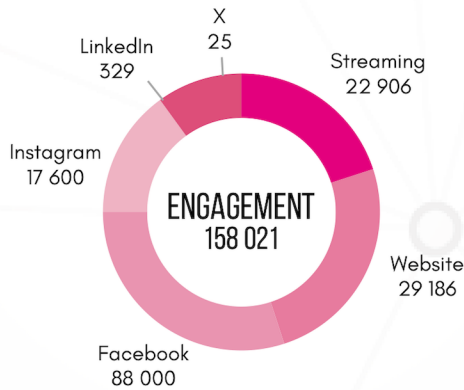
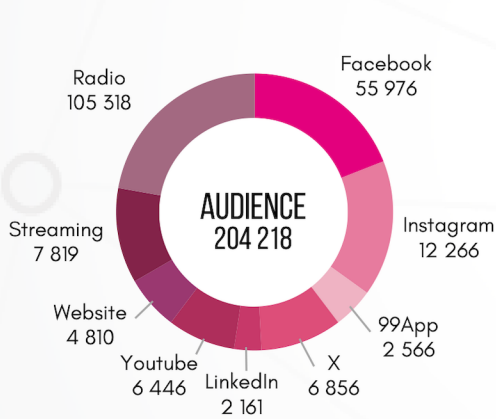
99FM engages with a dynamic audience of over 200,000 people, driven by aspirations for economic, social, and personal advancement. We cater to their daily needs with uplifting content and a vibrant mix of Hip-Hop, Afro, and RnB music, fostering an environment of positivity and empowerment.

Our platform serves as a beacon for individuals seeking inspiration and motivation to pursue their goals, contributing to the collective growth of our community.

AUDIENCE GENDER
 FEMALE: 48% • MALE: 52%



AUDIENCE LSM: 4 - 7



FEEL GOOD CREW



MOOKS & ADORA *In the Morning*
06:00 - 10:00

Mooks & Adora are a burst of sunshine in your mornine.



TREZA *In the Afternoon*
10:00 - 14:00

Our music lovin', gorgeous and bubbly Treza brings vibrancy, wit, and class to the mid-morning & lunchtime drive



SKRYPT *In the Afternoon*
14:00 - 18:00

Word weaver, soccer fanatic & lover of hip-hop Skrypt, drives afternoons



NASHAWN *In the Evening*
18:00 - 22:00

Nashawn with his cool, calm, and love-of-life charm keeps our listener's in feel good company

LISTEN LIVE

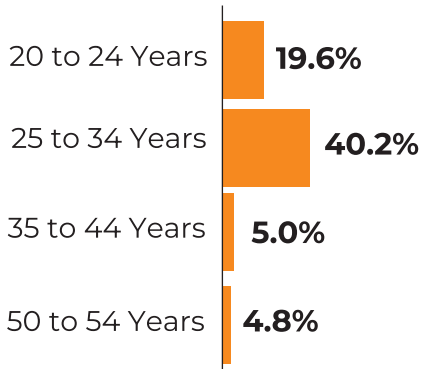
and chat with
our presenters



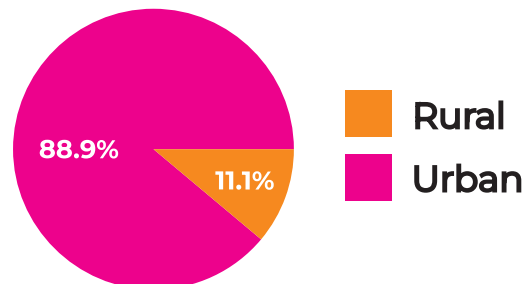
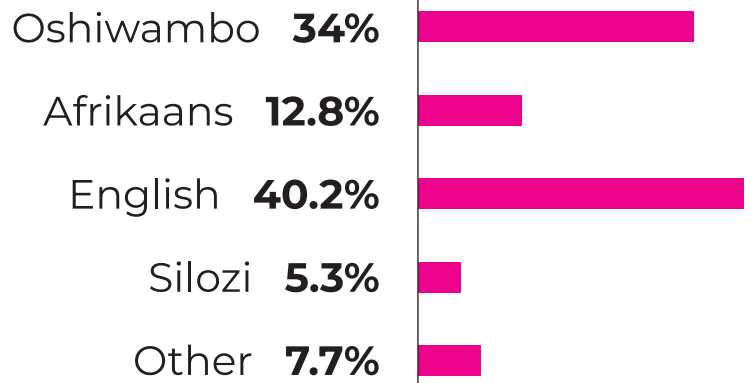
THE 92 FM TRIBE

From the young, ambitious business assistants, junior associates to established executives - they are all passionate about Namibia, educated and informed and in tune with global affairs.

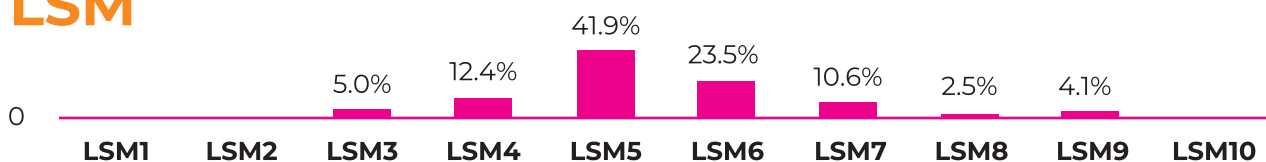
Age Group



Home Language



LSM



SOME OF OUR CLIENTS



CONTACT US

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RATE CARD 2023

EFFECTIVE JAN - DEC 2023

RADIO

ADVERTISEMENTS

PER 30"

NETT 16.5%
RATES COMM

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RATES COMM

WEEKDAYS

06:00 – 09:00	N\$ 625	N\$ 749
09:00 – 12:00	N\$ 415	N\$ 497
12:00 – 14:00	N\$ 625	N\$ 749
14:00 – 16:00	N\$ 415	N\$ 497
16:00 – 18:00	N\$ 625	N\$ 749
18:00 – 22:00	N\$ 415	N\$ 497

WEEKENDS

SAT 06:00 – 20:00	N\$ 625	N\$ 749
SUN 06:00 – 20:00	N\$ 290	N\$ 311

LIVE READS

Up to max of 90 words	N\$ 830	N\$ 994
Prime time	N\$ 625	N\$ 749
Non prime time		

PROMOTIONS

STANDARD ON AIR GIVEAWAY	N\$ 3120	N\$ 3737
1 x DJ promo mention	each	each
1 x 2 minute giveaway segment		
1 x competition feature 99FM website		
min N\$500 prize value		

CLIENT SPECIFIC PROMOTION

Request POR
Please contact us for bespoke promotional concept

- Rates based on 30" commercials. Length adjustments apply

DURATION	5'	10'	15'	20'	25'	30'	35'	40'	45'	50'	55'	60'
MULTIPLY BY	0.5	0.6	0.7	0.8	0.9	1.0	1.17	1.35	1.5	1.67	1.83	2.0

- Rates for sponsorships, bespoke competitions or features available on request

DJ TALKS

A DJ talk is up to 2 minutes N\$ 3000 N\$ 3593

Clients provide all information to be covered by the DJ.

Product information is covered in line with 99FM listener brand. Subject to availability

PRODUCTIONS

Commercials can be produced in-house
Script and production N\$ 3000 N\$ 3592
Production only N\$ 2500 N\$ 2994

OUTSIDE BROADCASTS

2 HOURS:
25 x 30" pre-promos N\$ 9145 N\$ 10963
2x60" crossovers per hour
5 x DJ mentions
x Event digitorial on 99FM website

3 HOURS:
25 x 30" pre-promos N\$ 12015 N\$ 14389
2x60" crossovers per hour
5 x DJ mentions
x Event digitorial on 99FM website

4 HOURS:
25 x 30" pre-promos N\$ 14952 N\$ 17907
2x60" crossovers per hour
5 x DJ mentions
1 x Event digitorial on 99FM website

Subject to availability For OB's outside Windhoek, transport & accommodation fees will be additional to standard OB rates

DIGITAL

DIGITORIALS

Digitorials, are web articles written by the 99FM team that detail a product, service, or event that is relevant to the 99FM audience. They have the look and feel of a 99FM post. All digitorials are tagged as sponsored advertisements in order to avoid audience confusion.

THE DIGITORIAL WILL BE PLACED IN THE RELEVANT SECTION OF THE 99FM WEBSITE AT OUR DISCRETION.

- 1 static image: 1200 x 628 px with 300 words about the product to accompany the image.
- 1 Facebook post promoting the article (160 characters including an image).
- 1 Twitter post promoting the article (140 characters including the word "SPONSORED").

* Including client tags

PLEASE NOTE THAT THE DIGITORIAL WILL REMAIN ON THE SITE OFFERING LONG-TERM VALUE FOR CLIENT

*** Rates exclude VAT, Standard Terms and Conditions apply . E&OE .**