



ADVERTISING RATES CARD

All rates are in Seychelles Rupees (SCR)

For a quotation, a package or a three month, six month or twelve month contract, please contact the sales team on the email address and contact number below:

marketing@sbc.sc or call + 248 4289 687

EFFECTIVE 2023

SUPER-PEAK: DURING THE CREOLE NEWS

AIRTIME	LOCAL COMMERCIAL	STANDARD COMMERCIAL
20 secs	750	1390
30 secs	1500	2775
45 secs	2250	4175

PEAK: ADVERTISING BEFORE THE CREOLE NEWS

AIRTIME	PUBLIC SERVICE	LOCAL COMMERCIAL	STANDARD COMMERCIAL
10 secs		300	
20 secs	250	550	1030
30 secs	525	1090	2060
45 secs	785	1650	3125

PEAK: ADVERTISING AFTER THE CREOLE NEWS

AIRTIME	PUBLIC SERVICE	LOCAL COMMERCIAL	STANDARD COMMERCIAL
10 secs		260	
20 secs	225	490	925
30 secs	450	970	1850
45 secs	675	1470	2750
60 secs	780		

MID-PEAK: ALL OTHER SLOTS

AIRTIME	PUBLIC SERVICE	LOCAL COMMERCIAL	STANDARD COMMERCIAL
20 secs	180	375	760
30 secs	360	750	1520
45 secs	540	1125	2280
60 secs	720	1500	3040
90 secs	1080		

MID-PEAK: ADVERTISING DURING / AFTER BONZOUR SESEL

AIRTIME	PUBLIC SERVICE	LOCAL COMMERCIAL	STANDARD COMMERCIAL
20 secs	180	375	760
30 secs	360	750	1520
45 secs	540	1125	2280
60 secs	720	1500	3040
90 secs	1080		

PHYSICAL PRODUCT PLACEMENTS: DURING BONZOUR

DURATION	RATES
Daily	750
Weekly	3000
Monthly	10,000

Our guidelines

- Placements of the following products are strictly prohibited under SBC's Editorial guidelines
 - Alcoholic beverages
 - Weapons and guns
 - Medicines
 - Gambling products
 - Specific baby products (milk, bottles)

INTERVIEW RATES: DURING BONZOUR SESEL SHOW

TYPE	DESCRIPTION/ BENEFITS	FLATRATE
Full interview on Topik Konversasyon	Full Live Interview on SBC1 Sharing on SBC's YouTube channel permanently Repeat on SBC1 @ 6pm (Same day repeat) Repeat on SBC2 @ 8pm (Same day repeat) Flexible interview duration	2000

***For the first 3 months since Revamp, 25% discount will be applied.**



DIGITAL: ADVERTISING ON SBC'S FACEBOOK STORY

AIRTIME	PUBLIC SERVICE	LOCAL COMMERCIAL	STANDARD COMMERCIAL
12 hours	350	650	1150
24 hours	575	1190	2050



PEAK: BEFORE NEWS REPEAT / DURING LIVE BROADCASTS

AIRTIME	PUBLIC SERVICE	LOCAL COMMERCIAL	STANDARD COMMERCIAL
20 secs	180	375	760
30 secs	360	750	1520
45 secs	540	1125	2280
60 secs	720	1500	3040

MID-PEAK: ALL OTHER SLOTS

AIRTIME	PUBLIC SERVICE	LOCAL COMMERCIAL	STANDARD COMMERCIAL
20 secs	135	282	570
30 secs	270	565	1140
45 secs	405	845	1710
60 secs	540	1125	2280



PEAK: 6AM - 9PM & 4PM - 8PM

AIRTIME	LOCAL COMMERCIAL	STANDARD COMMERCIAL
10 secs	175	300
20 secs	225	350
30 secs	275	400
40 secs	375	500
45 secs	425	550
50 secs	475	600

MID-PEAK: BETWEEN 9AM - 4PM & BETWEEN 8PM - 9PM

AIRTIME	LOCAL COMMERCIAL	STANDARD COMMERCIAL
10 secs	120	225
20 secs	170	275
30 secs	220	325
40 secs	270	375
50 secs	320	425
60 secs	370	475



OFF-PEAK: BETWEEN 9PM - 6AM

AIRTIME	LOCAL COMMERCIAL	STANDARD COMMERCIAL
10 secs	60	165
20 secs	85	215
30 secs	110	265
40 secs	160	315
50 secs	260	415

RADIO COMPETITIONS / QUIZES: PEAK

AIRTIME	LOCAL COMMERCIAL	STANDARD COMMERCIAL
20 secs	225	350
30 secs	275	400
40 secs	375	500

RADIO COMPETITIONS / QUIZES: MID-PEAK

AIRTIME	LOCAL COMMERCIAL	STANDARD COMMERCIAL
20 secs	170	275
30 secs	220	325
40 secs	270	375



INTERVIEWS ON PARADISE FM

AIRTIME

RATE

15 MINUTES

1500



INTERVIEWS ON RADYO SESEL

AIRTIME

RATE

15 MINUTES

1500

Radyo Sesel



RADIO SPOTS

PEAK: Between 6am & 9am and Between 4pm & 8pm

AIRTIME	PUBLIC SERVICE	LOCAL COMMERCIAL	STANDARD COMMERCIAL
15 secs	125	150	250
30 secs	150	200	350
45 secs	200	275	450
60 secs	250	300	550
75 secs	300	350	650
90 secs	350	600	750

MID-PEAK: Between 9am & 4pm

AIRTIME	PUBLIC SERVICE	LOCAL COMMERCIAL	STANDARD COMMERCIAL
15 secs	100	125	250
30 secs	125	150	300
45 secs	175	200	350
60 secs	225	250	400
75 secs	275	300	450
90 secs	325	450	500



RADIO COMPETITIONS / QUIZES: PEAK

AIRTIME	PUBLIC SERVICE	LOCAL COMMERCIAL	STANDARD COMMERCIAL
15 secs	125	150	250
30 secs	150	200	350
45 secs	200	250	450

RADIO COMPETITIONS / QUIZES: MID-PEAK

AIRTIME	PUBLIC SERVICE	LOCAL COMMERCIAL	STANDARD COMMERCIAL
15 secs	100	125	250
30 secs	125	150	300
45 secs	175	200	350

Death messages package

Radyo Sesel

Radyo Sesel

DEATH ANNOUNCEMENT PACKAGE PAYABLE 3 READINGS- Package 1			
OPTIONS	PACKAGE	COST	BENEFIT
OPTIONS 1	3 RADIO & 1 APP ONLY	300 (1 TO 100 WORDS)	1ST READING FREE
OPTIONS 2	3 RADIO, 1 TV & 1 APP	500 (1 TO 100 WORDS)	1ST READING FREE & 1 FREE AIRING ON TV
OPTIONS 3	3 RADIO & 1 APP ONLY	450 (105 TO 150 WORDS)	1ST READING FREE
OPTIONS 4	3 RADIO, 1 TV & 1 APP	650 (105 TO 150 WORDS)	1ST READING FREE & 1 FREE AIRING ON TV
OPTIONS 5	3 RADIO & 1 APP ONLY	600 (ABOVE 150 WORDS)	1ST READING FREE
OPTIONS 6	3 RADIO, 1 TV & 1 APP	800 (ABOVE 150 WORDS)	1ST READING FREE & 1 FREE AIRING ON TV

DEATH ANNOUNCEMENT PACKAGE PAYABLE 4 READINGS -Package 2			
OPTIONS	PACKAGE	COST	BENEFIT
OPTIONS 1	4 RADIO & 1 APP ONLY	375 (1 TO 100 WORDS)	1ST READING FREE
OPTIONS 2	4 RADIO, 1 TV & 1 APP	575 (1 TO 100 WORDS)	1ST READING FREE & 1 FREE AIRING ON TV
OPTIONS 3	4 RADIO, 1 APP ONLY	575 (105 TO 150 WORDS)	1ST READING FREE
OPTIONS 4	4 RADIO, 1 TV & 1 APP	775 (105 TO 150 WORDS)	1ST READING FREE & 1 FREE AIRING ON TV
OPTIONS 5	4 RADIO & 1 APP ONLY	775 (ABOVE 150 WORDS)	1ST READING FREE
OPTIONS 6	4 RADIO, 1 TV & 1 APP	975 (ABOVE 150 WORDS)	1ST READING FREE & 1 FREE AIRING ON TV

DEATH ANNOUNCEMENT PACKAGE PAYABLE 5 READINGS- Package 3			
OPTIONS	PACKAGE	COST	BENEFIT
OPTIONS 1	5 RADIO & 1 APP ONLY	450 (1 TO 100 WORDS)	1ST READING FREE
OPTIONS 2	5 RADIO, 1 TV & 1 APP	650 (1 TO 100 WORDS)	1ST READING FREE & 1 FREE AIRING ON TV
OPTIONS 3	5 RADIO, 1 APP ONLY	700 (105 TO 150 WORDS)	1ST READING FREE
OPTIONS 4	5 RADIO, 1 TV & 1 APP	900 (105 TO 150 WORDS)	1ST READING FREE & 1 FREE AIRING ON TV
OPTIONS 5	5 RADIO & 1 APP ONLY	950 (ABOVE 150 WORDS)	1ST READING FREE
OPTIONS 6	5 RADIO, 1 TV & 1 APP	1150 (ABOVE 150 WORDS)	1ST READING FREE & 1 FREE AIRING ON TV

DEATH ANNOUNCEMENT PACKAGE PAYABLE 6 READINGS- Package 4			
OPTIONS	PACKAGE	COST	BENEFIT
OPTIONS 1	6 RADIO & 1 APP ONLY	525 (1 TO 100 WORDS)	1ST READING FREE
OPTIONS 2	6 RADIO, 1 TV & 1 APP	725 (1 TO 100 WORDS)	1ST READING FREE & 1 FREE AIRING ON TV
OPTIONS 3	6 RADIO, 1 APP ONLY	825 (105 TO 150 WORDS)	1ST READING FREE
OPTIONS 4	6 RADIO, 1 TV & 1 APP	1025 (105 TO 150 WORDS)	1ST READING FREE & 1 FREE AIRING ON TV
OPTIONS 5	6 RADIO & 1 APP ONLY	1125 ABOVE 150 WORDS)	1ST READING FREE
OPTIONS 6	6 RADIO, 1 TV & 1 APP	1325 (ABOVE 150 WORDS)	1ST READING FREE & 1 FREE AIRING ON TV

ANNOUNCEMENTS

Radyo Sesel

AIRTIME	PUBLIC SERVICE	LOCAL COMMERCIAL	PERSONAL
0-30	45	140	75
31-60	80	195	130
61-90	100	250	180
91-120	130	290	240
121-150	150	370	250
151-180	180	485	350
Additional 30 words or part	45	140	85

MESSAGES

AIRTIME	PUBLIC SERVICE	LOCAL COMMERCIAL	PERSONAL
0-30	55	140	85
31-60	85	150	110
61-90	110	165	140
91-120	140	195	-
121-150	165	225	-
151-180	195	255	-
Additional 30 words or part	85	80	85



DIGITAL RATE CARD

ADVERTISING DETAILS

UNIT COST PER WEEK

Public Service Commercial (SME) Commercial (Corporate) Commercial (Standard)

BILLBOARDS POSITIONED PROMINENTLY ON OPENING THE APPS

Billboards	Prominent display on opening each App	450	500	1000	1200
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ADVERTS PLACED IN THE ADVERTISEMENT CHANNEL ON THE APPS

Video (max 30 secs)	Client advertising on TV and Apps	150	250	300	400
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Video (max 30 secs)	Client advertising on the Apps only	250	300	400	500
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Audio (max 30 secs)	Client advertising on Radio and Apps	100	150	200	300
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Audio (max 30 secs)	Client advertising on the Apps only	200	250	300	400
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Poster		150	250	300	400
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Announcements & Messages (Text)	Up to 30 words	50	75	100	150
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Announcements & Messages (Text)	31 - 50 words	100	125	150	200
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SET TOP BOXES - DTT

First Purchase	FREE
Other Purchases	550
<i>Required: ID, recent electricity bill</i>	

