



Ukweli na Uhakika

RATE CARD

Television, Radio & Online Services

Advertise with TBC on TV & Radio
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Profile

Tanzania Broadcasting Corporation, a leading media house was established on 26th March 2006, as a Public Broadcaster. TBC was on satellite since 2003 which enabled it to cover the whole of Tanzania and beyond borders.

Terrestrially, TBC has its own transmitters in almost all capital cities of all regions of Tanzania mainland and reach Zanzibar via its transmitters located at Kisarawe, Coast Region. Internationally, TBC is on DSTV, which makes it viewed internationally, and now on digital platform.

TBC has three TV channels, namely TBC₁, TBC₂ and Tanzania Safari Channel. TBC₂ is already on digital platform and currently covers 9 regions of Tanzania. Efforts are underway to make TBC₂ cover the whole nation.

In addition, TBC has three Radio stations, namely TBC Taifa, TBC FM and TBC International. TBC Taifa and TBC FM covers the whole of Tanzania and across borders. TBC International mostly covers Dar es Salaam and whole Indian Ocean coastal strip. In near future we expect it to reach more wider area. In addition, TBC has zonal radio stations in 4 zones, namely Central zone (Dodoma), Kigoma, Songea and Lindi which transmit locally for some hours per day. This allows people in such area to have programmes focusing their local requirement. Furthermore, TBC has its own website which is another platform to reach the public.

TBC also owns social media accounts on Facebook, Instagram, Twitter and Youtube namely TBCOnline, and TBC App. TBC commands highest level of respect and authority among all electronic media outlets in Tanzania by airing balanced and well researched programs.

Why wait? Get on board and realize value for your advertising budget.

Spot Buy on Television

Time Range	Segments	60 Secs	45 Secs	30 Secs	15 Secs
0501 – 0900	B	300,000.00	225,000.00	200,000.00	150,000.00
0901 – 1700	C	200,000.00	150,000.00	100,000.00	75,000.00
1701 – 2300	A	350,000.00	300,000.00	250,000.00	200,000.00
2301 – 0500	D	100,000.00	75,000.00	50,000.00	25,000.00
1954 – 1959	Prenews	500,000.00	450,000.00	400,000.00	350,000.00
2000 – 2059	Midnews	600,000.00	550,000.00	500,000.00	450,000.00
2100 – 2105	Postnews	400,000.00	350,000.00	300,000.00	250,000.00

Public Announcements (Casual Ads - 60 Secs)

- Airtime Tshs.400,000 (set of four)
Broadcasting time 09:00 – 18:30 and or
21:30 – 23:00
- Announcements for schools and
colleges will be aired between 17.00 -
18.00 and or 22.00 – 24.00
- Casuals around news, premium rate
will be charged (Pre news 75%, Mid
news 100%, Post news 50%)

Spot Buy on Radio

Time Range	Segments	60 Secs	45 Secs	30 Secs	15 Secs
0501-0900	A	250,000.00	220,000.00	190,000.00	160,000.00
0901-1200	B	200,000.00	170,000.00	120,000.00	70,000.00
1201-1600	C	180,000.00	130,000.00	80,000.00	40,000.00
1601-2030	A	250,000.00	220,000.00	190,000.00	160,000.00
2031-2300	D	150,000.00	100,000.00	50,000.00	25,000.00
1954-1959	Prenews	400,000.00	350,000.00	300,000.00	250,000.00
2011-2020	Postnews	300,000.00	250,000.00	200,000.00	150,000.00
Casual		50,000.00	40,000.00	30,000.00	20,000.00

NOTE:

- For fixed spot, 20%
premium will be added

Program Airtime Purchase

TELEVISION AIRTIME PURCHASE	
Duration	Program
5 Minutes	600,000.00
10 Minutes	1,000,000.00
15 Minutes	1,500,000.00
30 Minutes	2,000,000.00
45 Minutes	3,500,000.00
60 Minutes	4,000,000.00

RADIO AIRTIME PURCHASE	
Duration	Commercial Program
15 Minutes	600,000.00
30 Minutes	1,000,000.00
45 Minutes	1,600,000.00
60 Minutes	2,000,000.00

Live In Studio Programs

- ❑ Mizani Program participation TZS.5,000,000/=. It's a live program with TBC DG, airs twice (fresh & repeat) on TV and live on YouTube. Also program offers direct contact with audience through calls.
- ❑ Jambo Tanzania 10 Minute interview TZS.1,500,000/= and tzs. 20,000,00/= Monthly

NOTE:

- ❑ 50% will be charged for repeat programs on both TV & Radio.

Sponsorship Rates

Television Programme Sponsorship

- ❑ In-house programme – 30 minutes program Tshs. 5,000,000 per month, per sponsor
- ❑ Foreign and Local Telenovelas sponsorship will depend on investment done
- ❑ Local drama and soaps Tshs. 6,000,000 per month per sponsor, aired once a week with a repeat.

Sponsorship Packages

- ✓ Opening and closing billboards
- ✓ 3 spots during the program
- ✓ Mentions during program promos
- ✓ Logo placement during the program

News Sponsorship

- ❑ Midnews sponsorship per month TZS. 15,000,000/= (Two spots per day, one during the news and another outside)
- ❑ Jambo Tanzania sponsorship per month TZS.20,000,000/=. Two Spots per show, brandtalks/mentions, interviews and tailored engagement videos from the audience.

Radio Program Sponsorship Per Month

		7 -6 Days a Week	5 – 4 Days a Week	3 – 1 Days a Week
Time Range	Segments	Price Per Segment		
0501-0900	A	8,000,000.00	7,000,000.00	6,000,000.00
0901-1200	B	7,000,000.00	6,000,000.00	5,000,000.00
1201-1600	C	6,000,000.00	5,000,000.00	4,000,000.00
1601-2030	A	8,000,000.00	7,000,000.00	6,000,000.00
2031-2300	D	4,000,000.00	3,000,000.00	2,000,000.00

Sponsorship Packages

- ✓ Opening and Closing Billboards
- ✓ 3 spots during the program
- ✓ Mentions/brandtalks during the program
- ✓ Logo placement during the program
- ✓ 1 interview per month

NB: For 30 minutes programme. For any other programme duration, number of spots will be negotiated depending on the length of the advert.

Production Services

TELEVISION PRODUCTION

Advert Production

Casual advert TZS.120,000/=

Visual advert TZS.1,500,000/=

NB:

- All Ads will be equal/less than 1 Minute
- There will be separate agreement incase of featuring of Celebrity/Personality in the ad

Program Production

3 Minute – 30 Minute TZS.1,500,000/=

31 Minute – 60 Minute TZS.3,000,000/=

NB:

- There will be separate agreement for production outside Dar es Salaam/Dodoma.

RADIO PRODUCTION

Advert Production

Jingle production TZS.400,000/=

NB:

- All Ads will be equal/less than 1 Minute
- There will be separate agreement incase of featuring of Celebrity/Personality in the ad

Program Production

3 Minute – 15 Minute TZS.300,000/=

30 Minute program TZS.500,000/=

NB:

- There will be separate agreement for production outside Dar es Salaam/Dodoma.

Live Coverage

Live Coverage

Live coverage for 1 hour within Dar es Salaam/Dodoma for TV & Radio is TZS.8,000,000/=

Live coverage for 1 hour within Dar es Salaam for TV only is TZS.7,500,000/=

Live coverage for 1 hour within Dar es Salaam for Radio only is TZS.5,000,000/=

TV Live in studio program for 1 hour is TZS.5,000,000/=

Radio Live in studio program for 1 hour is TZS.2,500,000/=

Special Supplements

Bango (On TV)

Airing Once is TZS.25,000/=

First Repeat is TZS.15,000/=

Second Repeat and More is TZS.10,000/=

Frequently Aired Properties

Branded clips with client's logo aired three times per day for Tshs.5,000,000 per month. This is for tips of 1 – 2.5 minutes. For tips of 3 – 5 minutes will cost Tshs.7,000,000/=. Tips like Kifuatacho, Health Tips, Vidokezo etc.

Death Announcements (On Radio)


Airing Once is TZS.5,000/=

First Repeat and More is TZS.3,000/=


NB: Live coverage outside Dar es Salaam/Dodoma will include additional costs.

Social Media Rates


Instagram (Tsh)

Platform	Items	Rate Per Post
	Advert less than 1Min	70,000
	Advert less than 5Min	150,000
	Bio Mention	40,000
	Squeeze back	30,000
	Caption Tags	30,000
	Livestream 1 Hour	500,000

Facebook (Tsh)

Platform	Items	Rate Per Post
	Advert less than 1Min	60,000
	Advert less than 5Min	140,000
	Bio Mention	30,000
	Squeeze back	20,000
	Caption Tags	20,000
	Livestream 1 Hour	500,000

Twitter (Tsh)

Platform	Items	Rate Per Post
	Advert less than 1Min	30,000
	Advert less than 5Min	90,000
	Bio Mention	20,000
	Squeeze back	15,000
	Caption Tags	15,000


YouTube (Tsh)

Platform	Items	Rate Per Post
	Advert less than 1Min	150,000
	5 Mins Program	200,000
	10 Mins Program	250,000
	15 Mins Program	300,000
	20 Mins Program	350,000
	30 Mins Program	450,000
	Livestream 1 Hour	750,000
	Livestream less than 30 Min	40,000
	Squeeze back	40,000
	Product/Logo Placement	15,000
	Bio Mention	40,000
	Single Side Banner	30,000

Extra Deals For Online

- 4 posts per day in all platforms is 120,000/=
- YouTube Squeeze back is 1,000,000/=
- Instagram Squeeze back is 800,000/=
- YouTube Product/Logo placement is 350,000/=
- Instagram Product/Logo placement is 300,000/=
- Single side banners is 800,000/=
- 4 Programs of 30 Mins per month is 1,400,000/=
- Instagram posts is 1,550,000/=
- Facebook posts is 1,300,000/=
- Bio mention is 600,000
- SME advert is 30,000/= per post

Website (Tsh)

Platform	Items	Size in Pixels	Rate Per Month
	Website Banners	300Width x 50Height	600,000
		300Width x 300Height	750,000
		300Width x 400Height	900,000
	Static Banner Production	Any	100,000
	GIF Banner Production	Any	150,000

NB:

- Static poster/Squeeze back production TZsh.100,000/=
- Visual squeeze back production TZsh.150,000/=

Zonal Radio Rates

Time Range	60 Secs	45 Secs	30 Secs	15 Secs
Commercial Spot	50,000.00	40,000.00	30,000.00	25,000.00
Casual Announcement	25,000.00	20,000.00	15,000.00	10,000.00

Programme Airtime		
Programme Duration	Educational Program	Commercial Program
15 Minutes	200,000.00	300,000.00
30 Minutes	400,000.00	500,000.00

Program Production	
Duration	Rate
15 Minutes	100,000.00
30 Minutes	200,000.00

Live in studio program for 1 hour is TZS.1,000,000/=

Sponsorship of 30 Minute program is TZS.1,500,000/=.

Package includes

- Opening and Closing billboards
- 3 spots during the show,
- Brandtalks/mentions
- 1 Interview per month

Other Services

❑ Consultation - Tshs. 250,000 will be charged per hour in DSM, excluding other attached requirement e.g. Transport.

❑ Hiring of Equipments

Studio – Tshs. 400,000 per hour

Camera – Tshs. 500,000 per day of **not more** than 8 hours, for **more** than 8 hours cost will be Tshs. 800,000 per day.

Satellite – Tshs. 200,000 per minute

Editing suites – Tshs. 400,000 per hour

Flyaway – Tshs. 2,500,000 per hour

OB Van – Tshs. 3,000,000 per hour

Satphone – Tshs 800,000 for 30 per hour.

NB: - Music recording will be charged as studio hire

❑ All the equipments will move attached to TBC staffs. Hirer will not be allowed to use the hired equipment all alone.

❑ Duration not mentioned in rate card, proportionable length will be charged for that purpose.

❑ Sponsorship rates shown above are for non exclusive, for exclusive sponsorship 100% premium will be charged.

❑ Sponsorship apply for repeat programs, provided paid as per rate card.

❑ The rates will be discounted at 50% for TBC 2 and TBC International (Radio)

❑ Four promos will be offered for outside programmes. If more promos needed will be charged.

❑ All above rates are VAT Exclusive (18%)

THANK YOU INDEED