



MEDIAKIT

Volume 1



Radio Christian Voice (RCV) is an independent radio station in Zambia, established by Christian Vision (CV) in 1994. Our programming delivers biblical content geared towards enabling all members of the family become mature Christians who share their faith daily.

RCV transmits to millions of listeners within seven provinces of Zambia and through its website, transmits across the world.

RCV

An initiative of CV

OUR VISION AND MISSION



Our Vision:

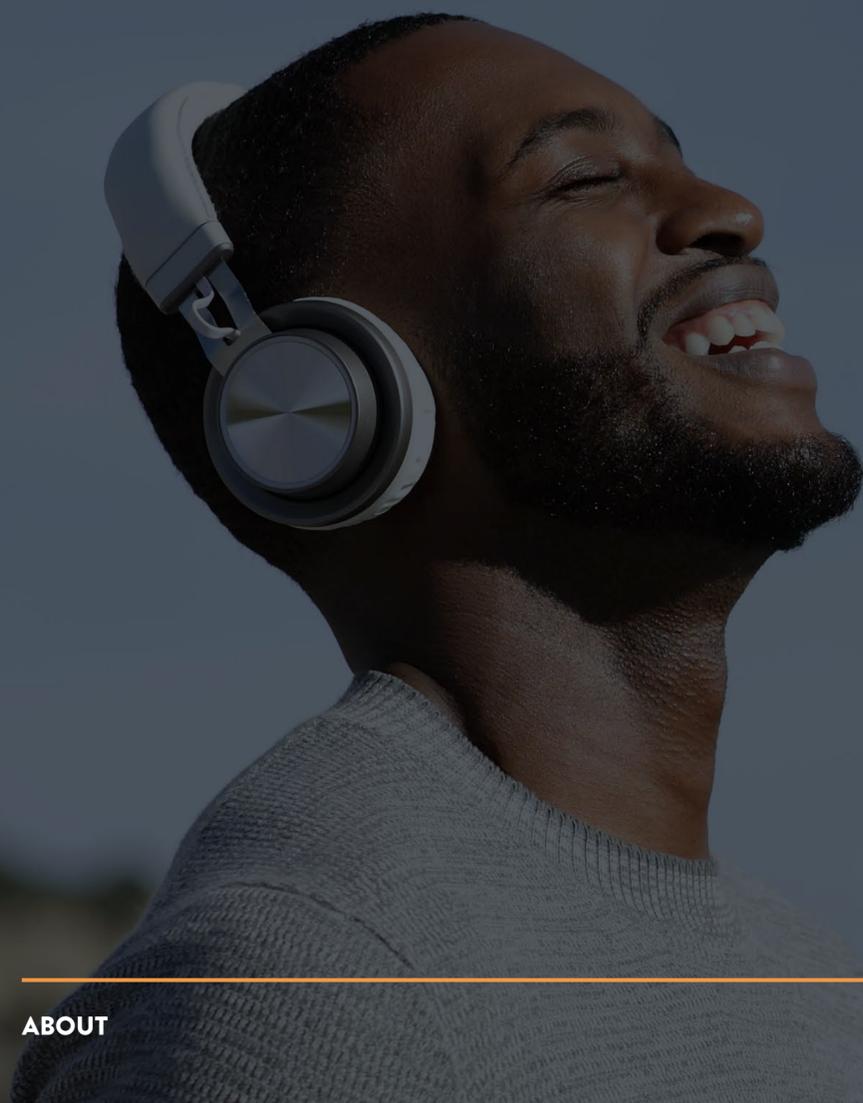
To see every Christian in Zambia living out their faith daily and sharing it boldly.



Our Mission:

To empower and equip believers for the Great Commission by delivering godly and relevant content that speaks to each member of the family.

We are confident that RCV has been listened to in every household in Zambia.



RCV is one of the 5 national broadcasters



First private radio station in Zambia



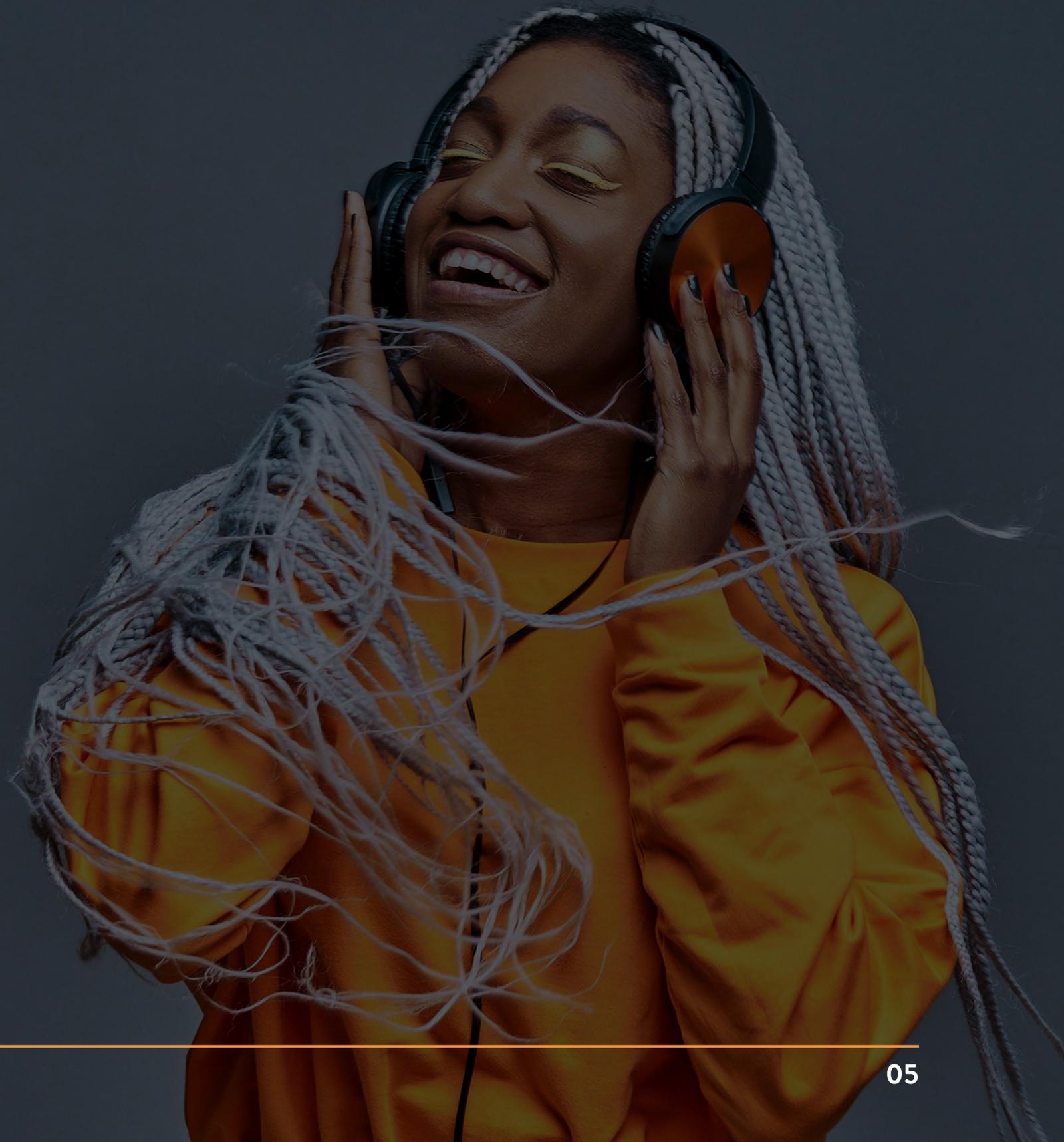
Second largest coverage nation-wide

EST. 1994

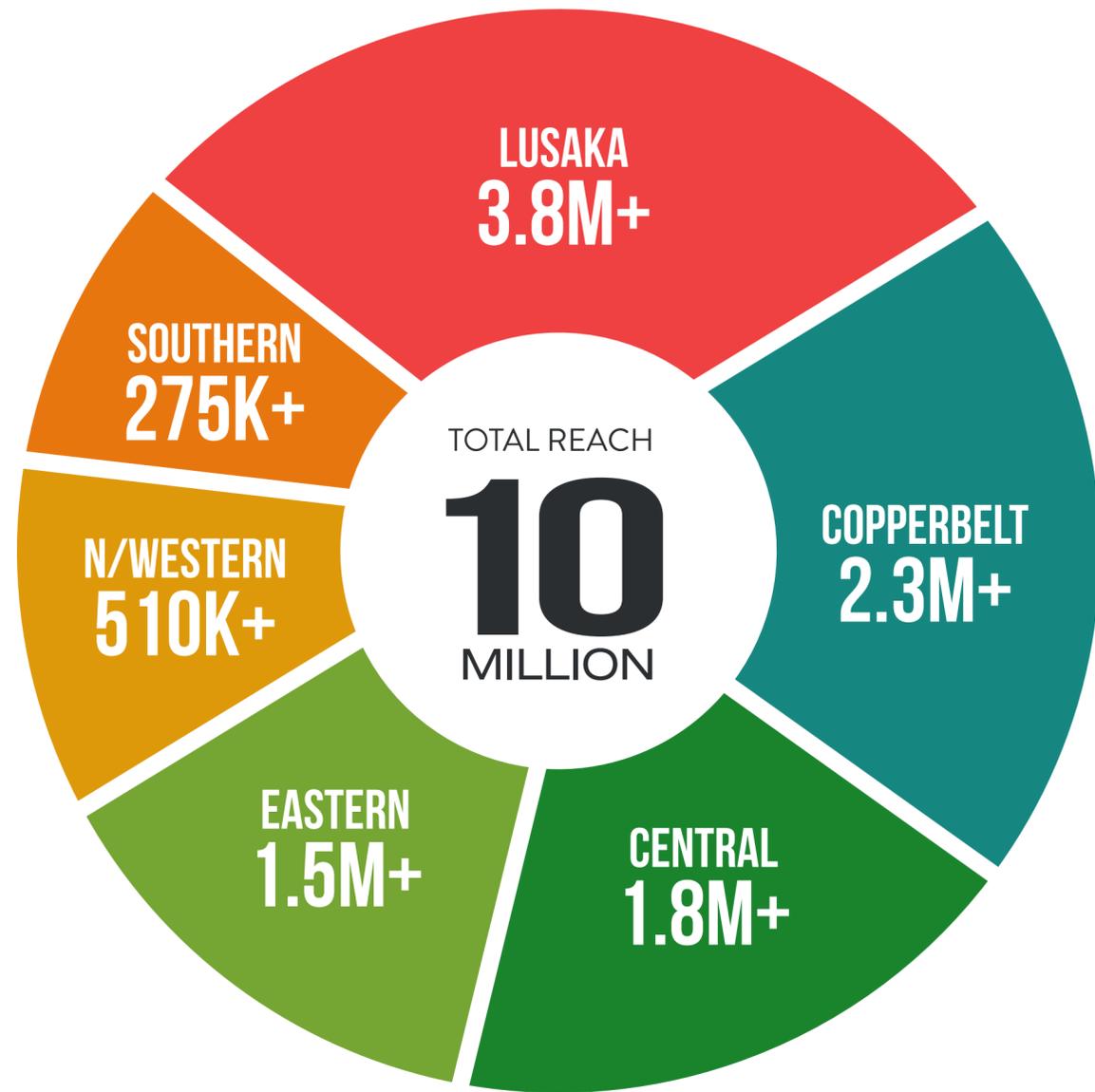
Three decades in existence

RCV is the most listened to radio station in Lusaka and has the most loyal audience.

- Brandcom 2022 Media Report



Our Reach



FREQUENCIES

- Lusaka **106.1 FM**
- Kapiri Mposhi **101.5 FM**
- Ndola **98.9 FM**
- Kitwe **105.3 FM**
- Livingstone **98.9 FM**
- Solwezi **106.5 FM**
- Chipata **98.1 FM**

Get discovered through our large coverage across Zambia

Social Media Reach

210K+

197K+

Facebook followers

9.7K+

Instagram followers

4.7K+

YouTube Subscribers

2K+

Twitter followers

Find us on:     **Radio Christian Voice**

Follow our News pages:     **RCV News**

Brands that trust us



- What Our Clients Say -



We completely sold out one of our hotels and had to pause advertising on a campaign we did with RCV.



Courtyard Hotel



We tend to launch big campaigns with RCV, as we can immediately see traction and response as they have very engaged and loyal listeners.



Dentsu



Compliance, going the extra mile and delivering on their promise.



Simply Black

Our Presenters



KAFULA



NICK



ANGEL



CHIPO



LEWIS



PATRICK



MICHELO



KUNDA



BIBIANA



ECHO



EVA

Our Shows



BREAKFAST SHOW
WITH NICK & KAFULA
WEEKDAYS | 06:00 AM - 09:00 AM
RCV



LIFESTLYE
WITH CHIPO
WEEKDAYS | 11:00 AM - 1:00 PM
RCV



NEW GEN-RELOADED
WITH LEWIS
WEEKDAYS | 2:00 PM - 4:00 PM
RCV



CHATBACK
WITH ANGEL
MON | WED | FRI 09:15 AM - 11:00 AM
RCV



DRIVE TIME
WITH PATRICK
WEEKDAYS | 5:00 PM - 7:00 PM
RCV



NIGHT LIGHT
WITH KUNDA
WEEKDAYS | 9:00 PM - 12:00 AM
RCV



WEEKEND BREAK
WITH ECHO
SATURDAY | 2:00 PM - 4:00 PM
RCV

Our Shows

WEEKDAYS

DAYS	SHOW	TIME
Mon-Fri	Breakfast Show	06:00 - 09:00
Mon/Wed/Fri	Chatback	09:15 - 11:00
Mon-Fri	Lifestyle	11:00 - 13:00
Mon-Fri	New Gen Reloaded	14:00 - 16:00
Mon-Fri	Drive Time	17:00 - 19:00
Mon-Fri	Night Light	21:00 - 00:00

WEEKENDS

DAYS	SHOW	TIME
Saturday	Lumbanya	06:00 - 08:00
Saturday	Community Forum	09:00 - 10:00
Saturday	Backpage	11:00 - 13:00
Saturday	Weekend Break	14:00 - 16:00
Saturday	My Health Space	18:00 - 19:00
Sunday	Sunday Best	14:00 - 16:00

A group of three people are gathered around a table in a meeting. A woman on the left is smiling and gesturing with her hands. A woman in the center is holding a document and looking at it with a smile. A man on the right is also smiling and looking towards the document. The background shows a modern office setting with large windows and a palm tree.

OUR **RATES**

1 Spot Adverts

Duration	Prime Time spot advert (06:00-09:00 & 16:00-19:00)	Off-Peak spot advert (09:00-16:00 & 19:00-21:00)
15 seconds	K250	K200
30 seconds	K400	K300
45 seconds	K500	K400
60 seconds	K600	K500
Presenter Mentions	K750 per mention	K500 per mention

2

Main News Sponsorship

Upto 30 sec ad and a mention before and after the main news and a 30 second ad right before the headlines at 13:00, 18:00 & 22:00

10 minute interview/month

Price: 45k/month

Minimum 3 months

3

Asset	Description	Peak Hours (06:00-09:00 & 16:00-19:00)	Off-Peak Hours (09:00-16:00 & 19:00-21:00)
News Summaries	Upto 30 sec ad and a mention before and after 5 minute long news bulletins at 6:00, 7:00, 8:00 & 9:00 hrs (minimum 3 slots)	K800	K600
News Briefs	A mention right after a 2 minute read of news headlines at 10:00, 11:00, 12:00, 15:00, 16:00, 17:00, 19:00, 20:00, 21:00 (minimum 3 slots)	K600	K450
Time Checks	A mention and ad upto 15 seconds long every top of the hour (minimum 3 slots)	K650	K400

4 Interviews

Live or pre-recorded interview with a presenter, including phone ins from the audience for direct engagement, on a dedicated sales show between 16:00 - 17:00 on Monday, Wednesday & Friday and 9:00 - 11:00 on Tuesday and Thursday.

Duration	Price
5 minutes	K1,500
10 minutes	K2,500
15 minutes	K3,500
20 minutes	K4,500
30 minutes	K6,500
45 minutes	K8,500

*For interviews recorded elsewhere, where editing and repackaging is required, an extra charge of K700 for every 15 minutes of content is applicable.

5 Program Features

Upto 15 minutes of interview on RCV's live shows, accompanied by presenters. It includes an opening and closing presenter mention within the segment. It can be pre-recorded or live, with an option to allow phone ins from the audience.

K5,000

Best show that suits your needs will be advised by your sales agent.

6 Live Outside Broadcast

A sixty minute live broadcast from your preferred location (within Lusaka) where presenters will connect and interact on the ground with your audience, conduct interviews and popularise your products and services.

K20,000



7 Ad Production

Do you already have an ad to place? Great! If not, we have you covered.

All we need from you is the final script that fits within the time slot of the ad you're going for. We'll do the voice over, music & SFX needed to make it into a fantastic ad.

*The voice over artist is decided on availability of RCV personnel. However, you can let us know if you prefer a male or female voice.

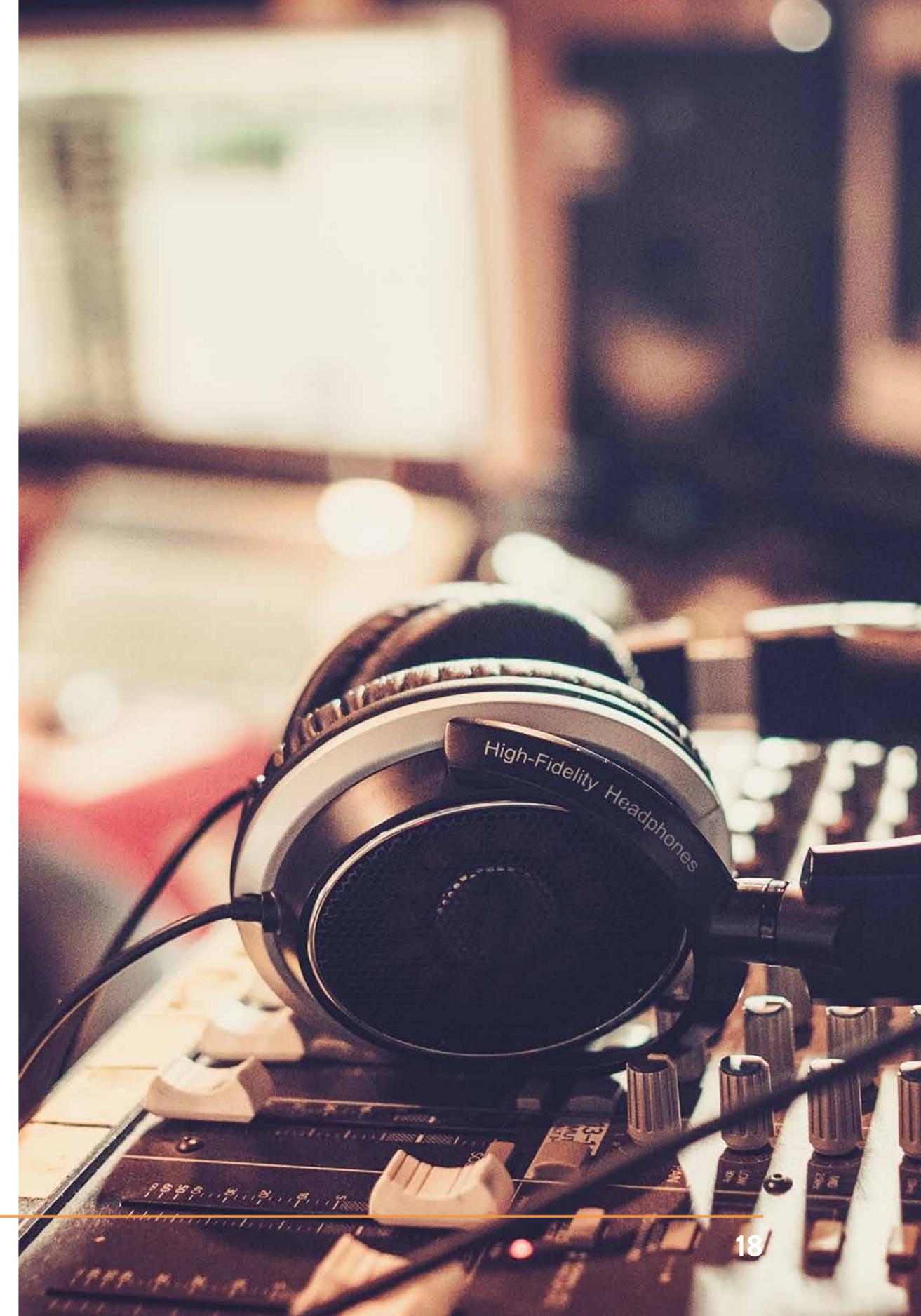
*Upto two revisions are allowed. Additional revisions will attract a 20% markup on price.

K3,000

Production specs for ready-made ads:

- Audio Format: wave
- Sample Rate: 44100
- Bit Depth: 16Bps

Kindly ensure that the length of your ad is within the agreed duration.



T&Cs

- All prices mentioned are before VAT
- All commercials, public announcements and programs will be transmitted upon signing of contract.
- Registered agencies are entitled to 16.5% commission on all transactions.
- Bookings for space and time are to be done at least two days in advance.
- This rate card can change anytime at RCV's discretion
- We always ensure that there is no conflict between sponsors in a given show or time.
- Program features and interviews are placed at editorial discretion of RCV's content team.
- We do not place ads or programs that are contrary to our values.

Get in Touch

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EST. 1994

RCV