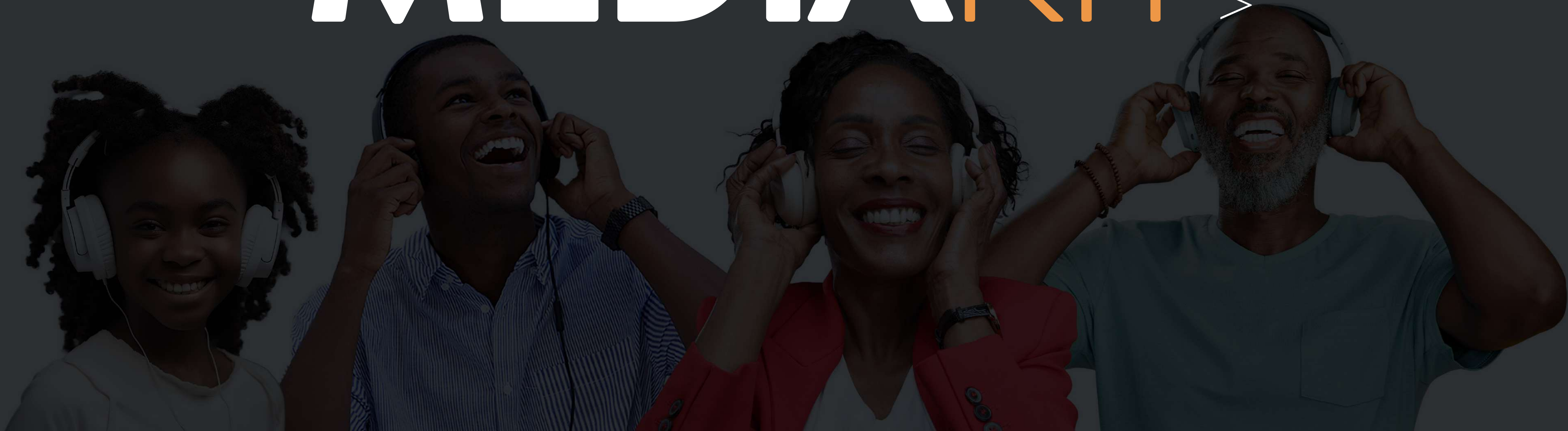




MEDIAKIT

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



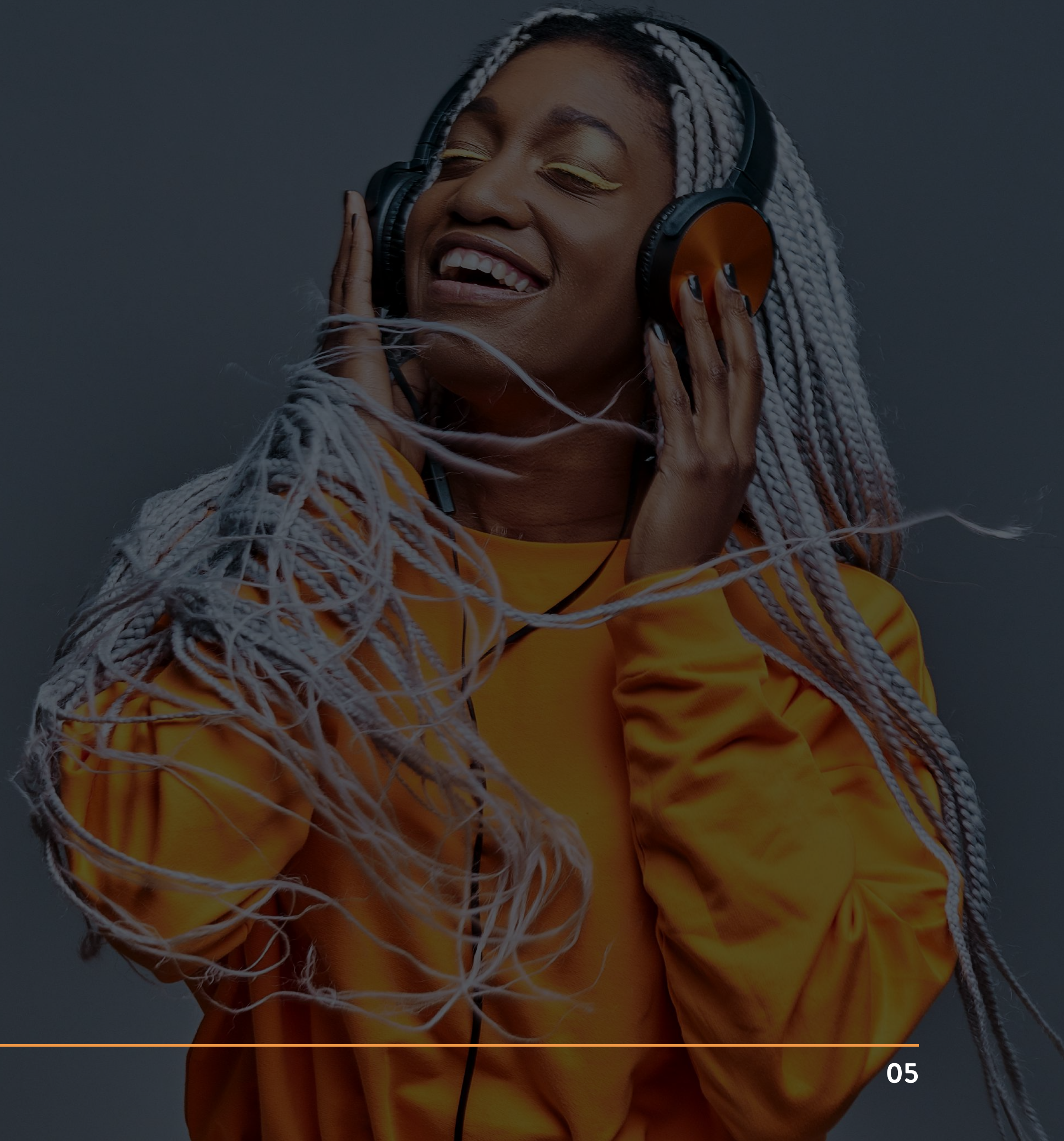
Second largest coverage
nation-wide

EST. 1994

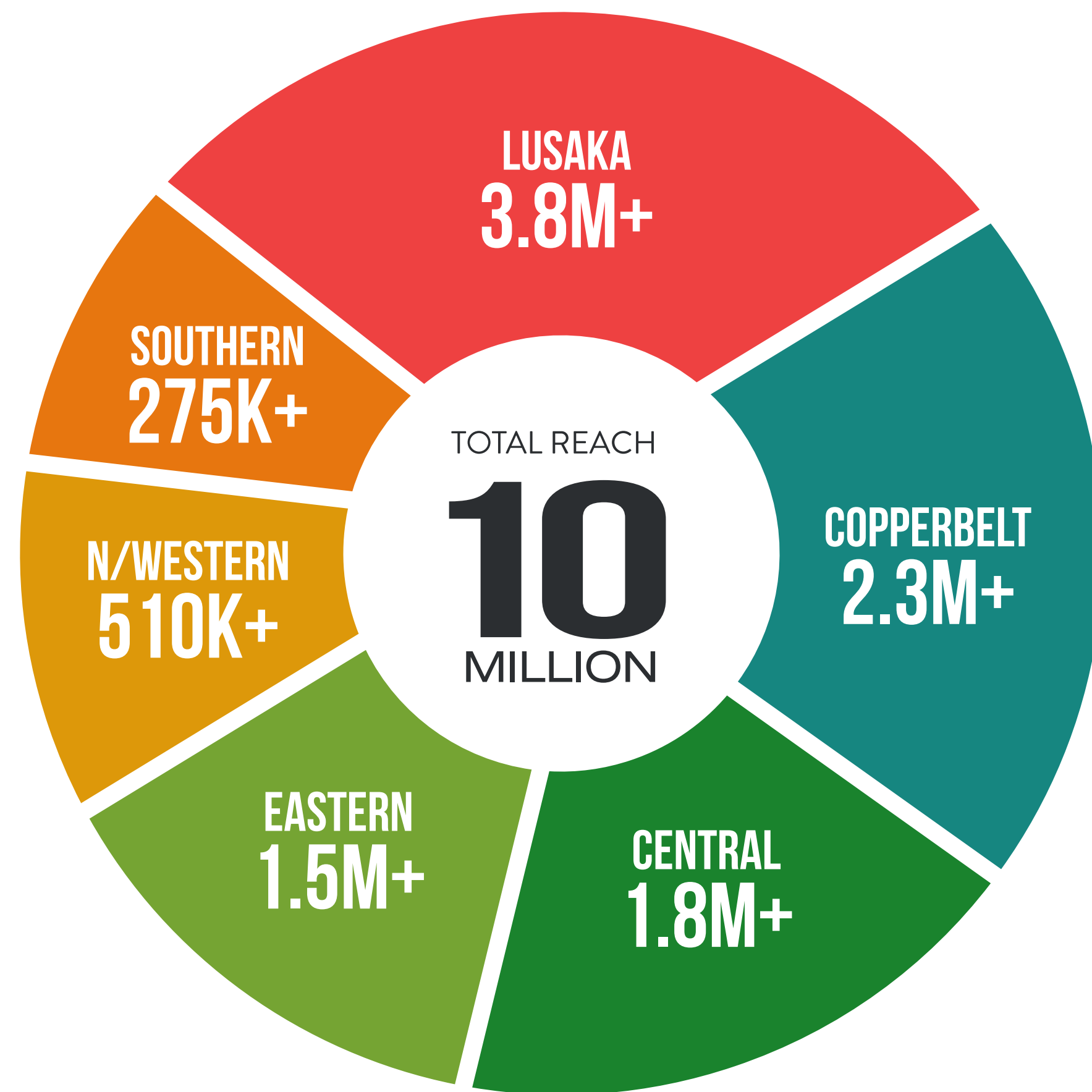
Three decades in existence

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

283.2K+

226.2K+

Facebook Followers

11.9K+

Instagram Followers

15.6K+

YouTube Subscribers

2K+

Twitter Followers

27.5K+

TikTok Followers

565

LinkedIn 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



FUNGISAI



ANGEL



CHIPO



JOSH THE ARTIST



PATRICK



PRAISE



KUNDA



ECHO



MARGARET



BETTY




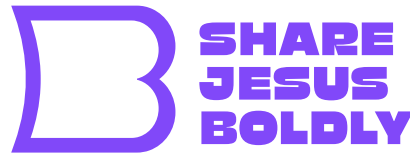


























JANE



TEMWANI

Our Shows

Our Shows

WEEKDAY

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/Wed/Fri	yesHEis	14:00 - 16:00
Mon-Fri	Zambian Beats	17:00 - 20:00
Mon-Fri	Night Light	21:00 - 00:00

WEEKEND

DAYS	SHOW	TIME
Saturday	Lumbanya	06:00 - 08:00
Saturday	Community Forum	09:00 - 10:00
Saturday	Backpage	11:00 - 13:00

WEEKEND

DAYS	SHOW	TIME
Saturday	Weekend Break	14:00 - 16:00
Saturday	My Health Space	18:00 - 19:00
Saturday	Kids Hour	17:00 - 18:00
Saturday	Graceful Melodies	19:00 - 21:00
Saturday	Praise Through Psalms	21:00 - 00:00
Sunday	Sounds of Worship	06:00 - 08:00
Sunday	Soul to Soul	11:00 - 13:00
Sunday	Sunday Best	14:00 - 16:00
Sunday	Pet Chat	16:00 - 17:00
Sunday	Battle of the Mind	17:00 - 19:00
Sunday	Scripture in Song	19:00 - 21:00
Sunday	Reflections	21:00 - 00:00



OUR **RATES**

1 ADVERTS (Spot Adverts Excluding VAT)

Prime Time (06:00 to 09:00 & 16:00 to 19:00)

- 15 seconds: K 285
- 30 seconds: K 400
- 45 seconds: K 480
- 60 seconds: K 575
- 90 seconds: K 860
- 90 seconds + : K 1150
- Presenter mentions: K 800 for 1 x mention

Off Peak Spot Adverts (09:00 to 14:00 & 19:00 to 21:00)

- 15 seconds: K 220
- 30 seconds: K 300
- 45 seconds: K 380
- 60 seconds: K 425
- 90 seconds: K 575
- 90 seconds + : K 850
- Presenter mentions: K 600 for 1 x mention

2 Top of the hour Time Checks

Peak hours: K 550

- Times: 06:00, 06:30, 07:00, 08:00, 09:00, 10:00, 11:00 & 12:00 hours

Off-peak: K 400

- Times: 15:00, 16:00, 17:00, 19:00, 20:00 & 21:00 hours

3 Content Sponsorship

Live Interview rates:

- 10 Minutes k3, 500
- 20 Minutes K4,400
- 30 Minutes K5, 500
- 45 Minutes K6, 500

(Interviews will only be conducted at editorial discretion)

4

News Sponsorship

What is a News Sponsorship?

Connecting your brand, with our much listened to hourly News bulletins, secures many ears, each hour.

Your brand would receive an advert before and after the news bulletin with a jingle, saying, “This news bulletin, is brought to you, by your brand”

We have 3 x News Sponsorship options

Main News Sponsorship

- Consist of a 5min News segment
- Times: 07:30am, 09am, 11am, 13pm Main News : Monday to Friday
- 10 x adverts per day
- 200 x adverts per month
- Value = K 100 000
- Cost per month = K 50 000
- Minimum of a 3 month commitment

News Briefs Sponsorship

- Consist of a 2-minute News brief / highlights
- Times: 15pm, 17pm, and 20pm: Monday to Friday
- 8 x adverts per day
- 160 x adverts per month
- Value = K 80 000
- Cost per month = K 40 000
- Minimum of a 3 month commitment

Weekend News Sponsorship

- Consist of a 2 minute News brief / highlights
- Times: 10am, 13pm, 15pm, 18pm and 22pm: Weekends

5 Other sponsorship opportunities:

- **Weather update:** K 20 000 per month
(30 seconds update, Monday to Friday, 7am)
- **Traffic update:** K 20 000 per month
(1 minute update, Monday to Friday, 7:10am & 16:10pm)
- **Sports Roundup:** K 15 000 per month
(15 minute roundup, Monday @ 8:45am & Friday)
- **Business & Finance segment:** K 15 000 per month
(10 min feature in the Money Monday Breakfast show)

*minimum of a 3 month commitment.

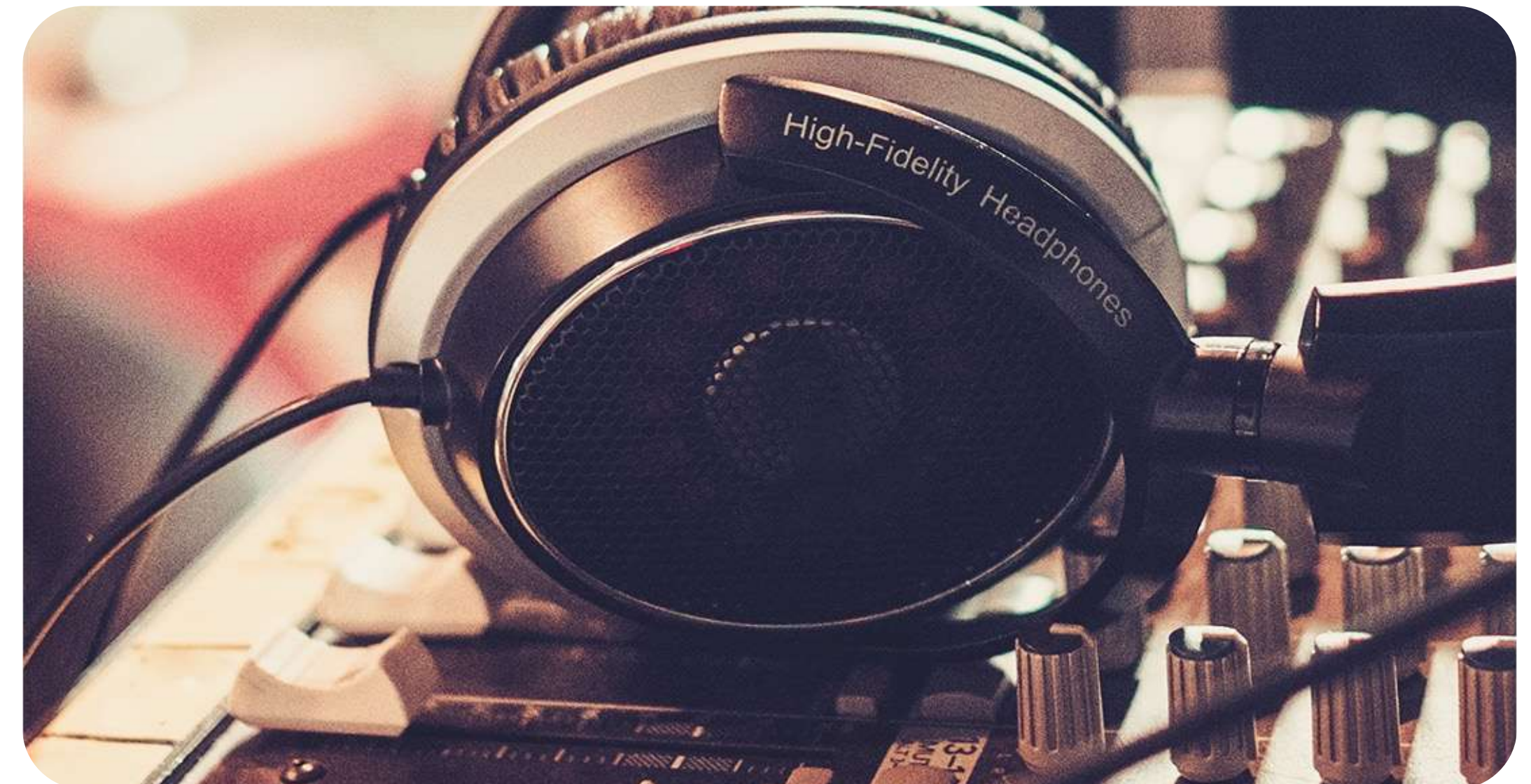
*clients taking up these sponsorships, will get 1 x free interview per month.

6 Live Outside broadcast

Including:

- 60 minutes:
- Program promotion
- On air spot adverts
- Social media

K 20 000



7 Airtimes Sales

- All commercials, public announcements and programs will be transmitted upon payment
- 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

8 Notice Board

- 60 second informational segments
- Church events and meetings
- Packaged to run 2 x per day
- Production of adverts included
K 200 per day

9 Production Costs

- Production spot ads (eg. Voice-over, SFX, Beds)
K 2,000
- Hire of studio space and time
K 1,500/hour
- Program editing and packaging
K 1,000/hour



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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Alick Nkhata Road, Mass Media Area,
Lusaka, Zambia

Website:

www.rcv.co.zm

EST. 1994

RCV