IUM RADIO
steering conversations

RATE CARD 2024

19K+ Students Population	91 Programs Offered	30K+ Alumni	4 Campuses

The success of IUM does not run short of broadening horizons. With highly customizable sales strategies designed to meet your specific goals and enhance your marketing strategies. Through effective project conceptualization, content marketing, social media and overall expand your marketing strategy.

SERVICES WE OFFER

- CAMPUS activations
- Outside Broadcast (Event coverage)
- Advert production
- 60s ads
- 30s ads
- 10 min Interviews
- 5 min Interviews
- Creative artwork
- On-air campaign conceptualization
- Live reads \ public service announcements
- Advertising Copywriting
- Social media advertising (Client must provide good quality)
- Website banner advertising

|	Daily Rates (N$) per 30 secs Ads Spots		
Time Slots	Mon-Fri	Saturday	Sunday
07:00 - 10:00	350	100	100
10:00 - 13:00	200	100	100
13:00 - 16:00	200	100	100
16:00 - 19:00	350	100	100
Packages (N$)			
Radio Packages			
Premuim	800	800	
Gold	500	500	250
Bronze	300	300	150

Languages

- English
- Afrikaans
- Otjiherero
- Silozi
- Rukwangali
- Oshiwambo
- Portuguese

DEMOGRAPHIC AUDIENCE

2024

AGE

- 19-25
- 26-30
- 31-40
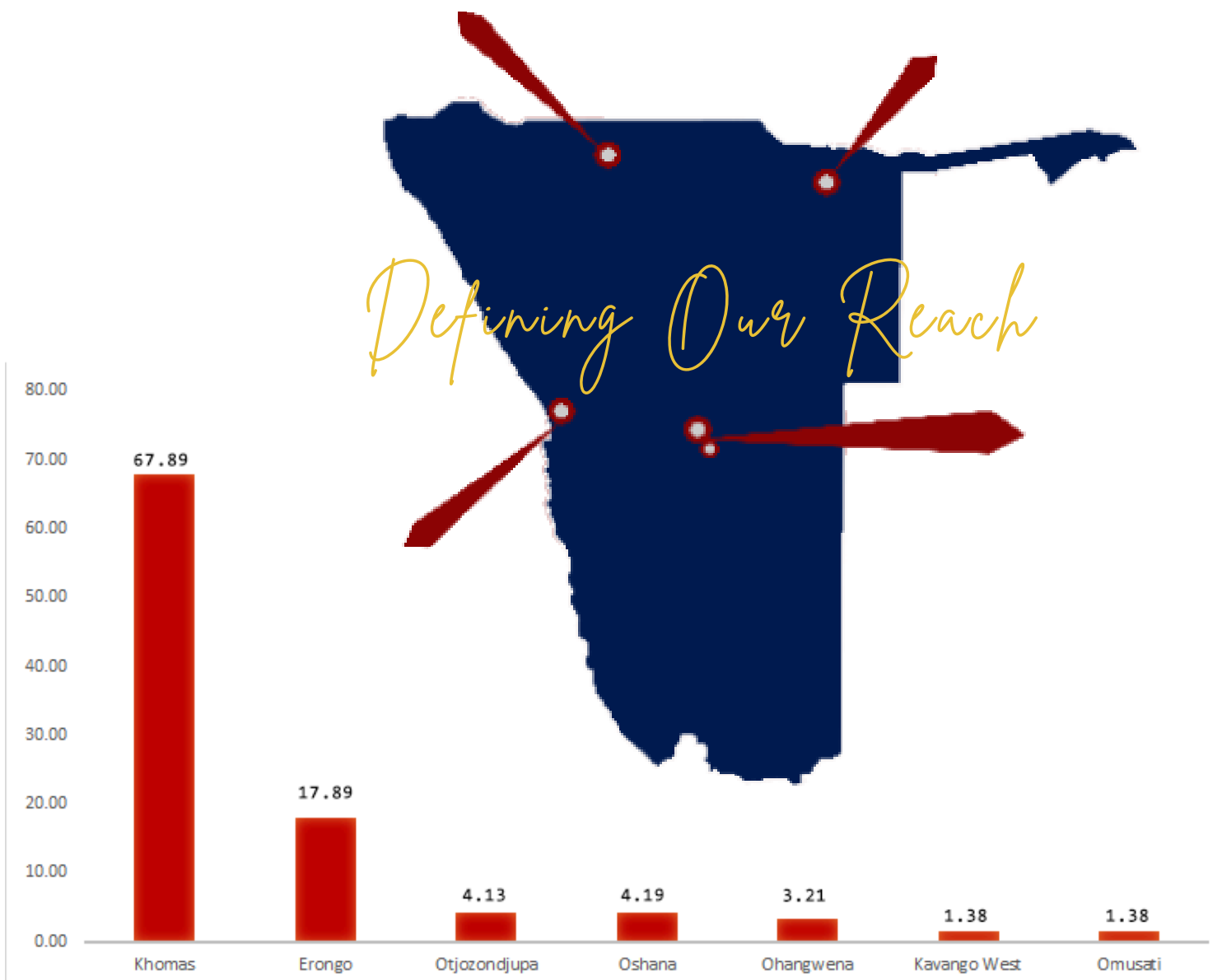- 41-50+
- 15-18

Pie chart values: 55%, 12%, 16%, 12%, 5%
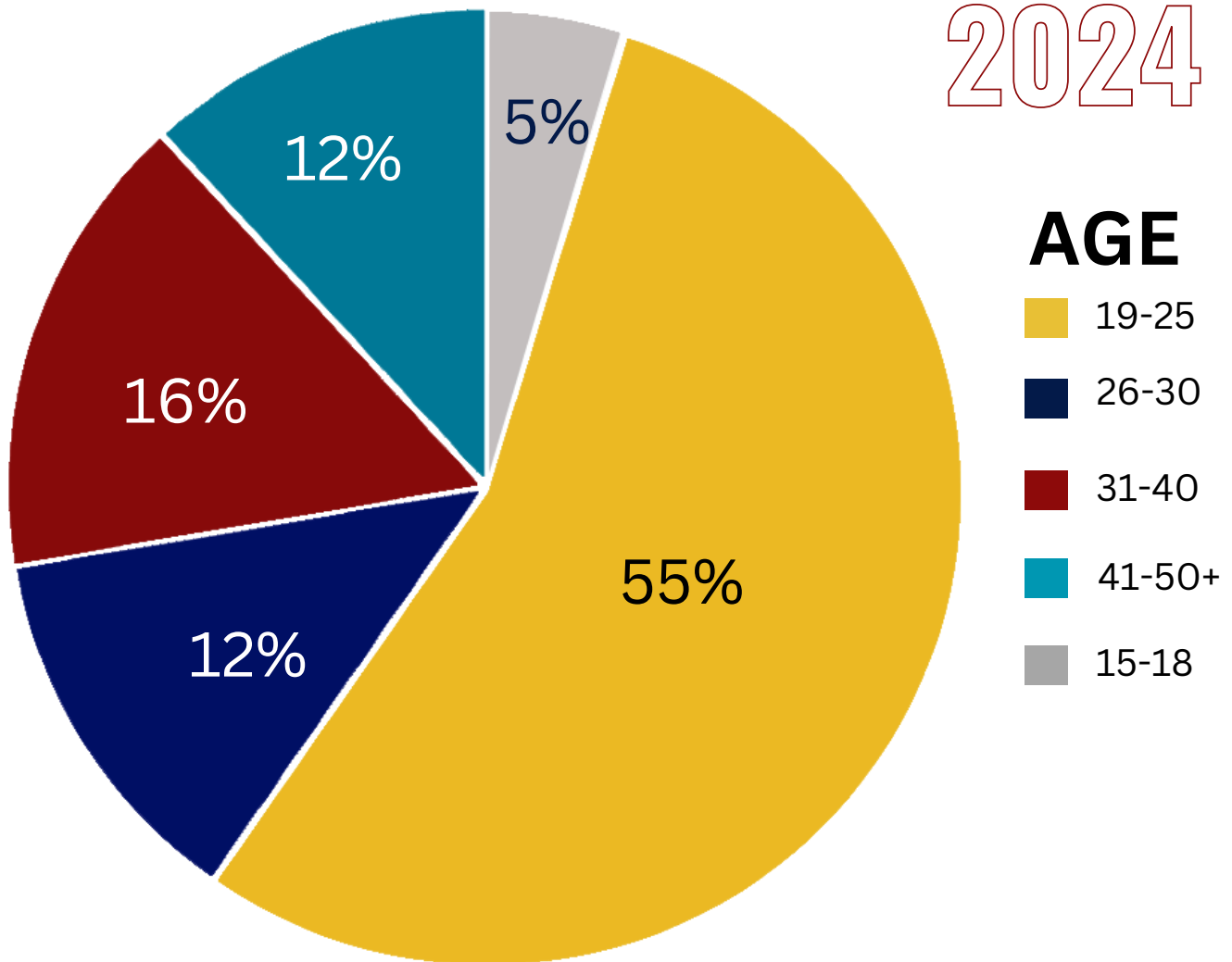
At IUM Radio, we pride ourselves on our deep understanding of our audience's diverse demographics. Our programming is meticulously tailored to resonate with a broad spectrum of age groups, interests, and professional backgrounds. This precision allows you to connect with your target audience effectively and deliver your message where it matters most.

REGIONAL REPRESENTATION

Defining Our Reach

Region	Value
Khomas	67.89
Erongo	17.89
Otjozondjupa	4.13
Oshana	4.19
Ohangwena	3.21
Kavango West	1.38
Omusati	1.38

Our regional reach ensures that your message is broadcasted to key areas where it can make the most impact. With dedicated slots for localized content and a strong presence across various regions, IUM Radio provides an invaluable platform to engage with listeners in specific geographical areas, enhancing brand visibility

BANKING DETAILS

Account No: 8042231831
Branch Code : 482-172
Branch: Kudu Branch
Swift Code: BWLINANX
Account Name: INTERNATIONAL UNIVERSITY OF MANAGEMENT (IUM RADIO SALES ACCOUNT)
Account Type: Business Cheque Account (CHK)