



RATE SHEET

Tiered Pricing Structure

1. Clean Feed Licensing (Live & Packaged Content)

Client Type	Live Stream (Per Event)	Packaged Content (Per Story)	Exclusive Access
Local Online Broadcasters & News Blogs (e.g., community news sites)	R10,000 - R15,000	R5,000 - R8,000	R20,000+
Radio Stations (Audio feed only)	R12,000 - R18,000	R6,000 - R10,000	R25,000+
National TV Broadcasters (e.g., eNCA, SABC, Newzroom Afrika)	R30,000 - R50,000	R15,000 - R25,000	R60,000+
International News Networks (e.g., Reuters, BBC, Al Jazeera)	R50,000 - R100,000	R25,000 - R40,000	R100,000+

- Custom Packages: Special pricing for recurring clients or high-volume content buyers.
- Urgent Coverage Fee: 20% surcharge for breaking news coverage with less than 24 hours' notice.

2. Advertising & Branding (Branded Live Streams)

Ad Type	Placement	Rate (Per Event)
Squeeze-Back Ads	Lower-third display (during broadcast)	R5,000 - R15,000
Full-Screen Sponsor Ads	Before & after live coverage	R10,000 - R30,000
Product Placement	Embedded brand mention in coverage	R15,000+

3. Custom Event Coverage

Service	Rate
On-site production team	R20,000+ per day
Multi-camera setup	R35,000+
Live graphics & branding	R15,000+
Post-production & editing	R10,000+

- For organizations looking for exclusive, full-production live event coverage, we offer customized service packages including: