

Rate card 2020 | PERIOD 1: 1ST JAN - 30TH JUNE

BREAKFAST		MORNING		AFTERNOON		DRIVE	
Average Audience *138,000		Average Audience *76,000		Average Audience *74,000		Average Audience *156,000	
30s Recorded ¹	\$160	30s Recorded ¹	\$80	30s Recorded ¹	\$75	30s Recorded ¹	\$155
Cost per 1000	\$1.16	Cost per 1000	\$1.05	Cost per 1000	\$1.01	Cost per 1000	\$0.99
30s Live Read ²	\$350	30s Live Read ²	\$150	30s Live Read ²	\$150	30s Live Read ²	\$325
Cost per 1000	\$2.54	Cost per 1000	\$1.97	Cost per 1000	\$2.02	Cost per 1000	\$2.08
10s Live Traffic	\$130					10s Live Traffic	\$130
LightDigital 30s Recorded ³ \$25		LightDigital 30s Recorded ³ \$25		LightDigital 30s Recorded ³ \$25		LightDigital 30s Recorded ³ \$25	

NINE NEWS		EVENING		MID-DAWN		EVENTS	
Average Audience *199,000		Average Audience *53,000		Average Audience *27,000			
30s Recorded ¹	\$360	30s Recorded ¹	\$40	30s Recorded ¹	\$17	2 hour Lightning Fleet \$4,755	
Cost per 1000	\$1.80	Cost per 1000	\$0.75	Cost per 1000	\$0.62	3 hour premium Lightning Fleet \$7,750	
		30s Live Read ²	\$150			3 hour Outside Broadcast \$15,000	
		Cost per 1000	\$2.83				
LightDigital 30s Recorded ³ \$25		LightDigital 30s Recorded ³ \$25		LightDigital 30s Recorded ³ \$25			




Zone Rates	Mon - Sun	BMAD	\$155	Average audience	*111,000	\$1.40 CPM
		Mon - Sun	BMADE	\$132	Average audience	*97,600
National Luke & Susie	Mon - Fri	BMAD	\$350	Average audience	*410,918	\$1.18 CPM

NEWS SPONSORSHIP

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
24 x 10s	24 x 10s	24 x 10s	24 x 10s	24 x 10s	18 x 10s	18 x 10s
\$960	\$960	\$960	\$960	\$960	\$720	\$720

WEATHER SPONSORSHIP

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
26 x 10s	26 x 10s	26 x 10s	26 x 10s	26 x 10s	18 x 10s	18 x 10s
\$1040	\$1040	\$1040	\$1040	\$1040	\$720	\$720

 <p>\$500 PRODUCTION FEE + \$100 for additional if ordered & created in the same session. Includes online business listing & live read script. A \$200 production revision charge applies when script changes are made after recording</p>	 <p>\$50 ADMINISTRATION FEE Audio / online content supplied by clients (as per TheLight specifications).</p>	 <p>\$50 DUB RELEASE FEE Transfer of wav. file to external station.</p>
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[1] Guaranteed 1st or last in break [2] Runs adjacent to content, includes all talent fees [3] Aired on LightDigital [*] Figures from McNair Yellow Squares Survey December 2019
All prices exclude GST | * People 15+

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DESKTOP WINGS

Weekly cost
\$1,500

Monthly cost
\$5,000

TOP BANNER

Weekly cost **\$1,500** | Monthly cost **\$5,000**

DESKTOP WINGS

Weekly cost
\$1,500

Monthly cost
\$5,000

SITE BUYOUT

WINGS + TOP BANNER

Daily cost **\$300** | Weekly cost **\$1,500**

MOBILE BUYOUT ONLY

Daily cost **\$150** | Weekly cost **\$750**

BUSINESS LISTING

Annual cost **\$516**

MEDIUM RECTANGLE

Weekly cost **\$150** | Monthly cost **\$480**

LARGE RECTANGLE

Weekly cost **\$375** | Monthly cost **\$1,200**

VIDEO LIVE READ

A POSITIVE MINUTE ON YOUR BUSINESS

Cost **\$350**

12 MONTH BRAND CAMPAIGN

89.9 LIGHTFM + ONLINE BUSINESS LISTING

Minimum 15 x 30sec + Our experts listing

\$825 per month*

*12 month subscription

RE-MARKETING

MIN 100 CLICKS ON YOUR SITE PER MONTH

From **\$600** per month

Terms & conditions: The large rectangle is only available on the desktop | Production fee is \$150 per campaign