



ADVERTISING RATES CARD



All rates are in Seychelles Rupees (SCR)

For a quotation, a package or a three month, six month or twelve month contract, please contact the sales team on the email address and contact number below:

marketing@sbc.sc or call + 248 4289 687

EFFECTIVE 2025





SUPER -PEAK SLOT - DURING THE CREOLE NEWS NEWS

AIRTIME	LOCAL COMMERCIAL	STANDARD COMMERCIAL
20 secs	940	1740
30 secs	1875	3470
45 secs	2815	5220

PEAK: ADVERTISING BEFORE THE CREOLE NEWS

AIRTIME	PUBLIC SERVICE	LOCAL COMMERCIAL	STANDARD COMMERCIAL
10 secs		360	
20 secs	290	660	1340
30 secs	605	1310	2475
45 secs	905	1980	3750

PEAK: ADVERTISING AFTER THE CREOLE NEWS

AIRTIME	PUBLIC SERVICE	LOCAL COMMERCIAL	STANDARD COMMERCIAL
10 secs		315	
20 secs	260	590	1110
30 secs	520	1165	2220
45 secs	780	1765	3300
60 secs	900	2330	4440



Mid-Peak includes Bonzour, Midday, slots before 7:00 PM, after 7:40 PM, after the Sports News, after the Weather (Meteo), and between telenovelas.

AIRTIME	PUBLIC SERVICE	LOCAL COMMERCIAL	STANDARD COMMERCIAL
20 secs	210	450	915
30 secs	415	900	1825
45 secs	625	1350	2740
60 secs	830	1800	3650
90 secs	1245	2700	5475

PEAK: BEFORE NEWS REPEAT / DURING LIVE BROADCASTS

AIRTIME	PUBLIC SERVICE	LOCAL COMMERCIAL	STANDARD COMMERCIAL
20 secs	210	450	915
30 secs	415	900	1825
45 secs	625	1350	2740
60 secs	830	1800	3650
90 secs	1245	2700	5475

MID-PEAK: ALL OTHER SLOTS

AIRTIME	PUBLIC SERVICE	LOCAL COMMERCIAL	STANDARD COMMERCIAL
20 secs	160	340	915
30 secs	315	680	1825
45 secs	470	1015	2740
60 secs	625	1800	3650
90 secs	935	2480	5475

INTERVIEW RATES: DURING BONZOUR SESEL SHOW

TYPE

DESCRIPTION/ BENEFITS

**Interview on Topik
Konversasyon**

Full Live Interview on SBC1
Sharing on SBC's YouTube channel permanently
Repeat on SBC1 @ 6pm (Same day repeat)
Repeat on SBC2 @ 8pm (Same day repeat)
Flexible interview duration

22 mins

1000

45 mins

2000



PHYSICAL PRODUCT PLACEMENTS: DURING BONZOUR SESEL SHOW

DURATION	RATES
Daily	750
Weekly	3000
Monthly	10,000

Our guidelines

- **Placements of the following products are strictly prohibited under SBC's Editorial guidelines**
 - **Alcoholic beverages**
 - **Weapons and guns**
 - **Medicines**
 - **Gambling products**
 - **Specific baby products (milk, bottles)**







INTERVIEWS ON PARADISE FM

AIRTIME

RATE

15 MINUTES

1500

PEAK: 6AM - 9PM & 4PM - 8PM

AIRTIME

LOCAL COMMERCIAL

STANDARD COMMERCIAL

10 secs

175

300

20 secs

225

350

30 secs

275

400

40 secs

375

500

45 secs

425

550

50 secs

475

600



MID-PEAK: BETWEEN 9AM - 4PM & BETWEEN 8PM - 9PM

AIRTIME	LOCAL COMMERCIAL	STANDARD COMMERCIAL
10 secs	120	225
20 secs	170	275
30 secs	220	325
40 secs	270	375
50 secs	320	425
60 secs	370	475

OFF-PEAK: BETWEEN 9PM - 6AM

AIRTIME	LOCAL COMMERCIAL	STANDARD COMMERCIAL
10 secs	60	165
20 secs	85	215
30 secs	110	265
40 secs	160	315
50 secs	260	415



RADIO COMPETITIONS / QUIZES: PEAK

AIRTIME	LOCAL COMMERCIAL	STANDARD COMMERCIAL
20 secs	225	350
30 secs	275	400
40 secs	375	500

RADIO COMPETITIONS / QUIZES: MID-PEAK

AIRTIME	LOCAL COMMERCIAL	STANDARD COMMERCIAL
20 secs	170	275
30 secs	220	325
40 secs	270	375



Radyo Sesel

INTERVIEWS ON RADYO SESEL

AIRTIME

RATE

15 MINUTES

1500

RADIO SPOTS

PEAK: Between 6am & 9am and Between 4pm & 8pm

AIRTIME	PUBLIC SERVICE	LOCAL COMMERCIAL	STANDARD COMMERCIAL
15 secs	125	150	250
30 secs	150	200	350
45 secs	200	275	450
60 secs	250	300	550
75 secs	300	350	650
90 secs	350	600	750

MID-PEAK: Between 9am & 4pm

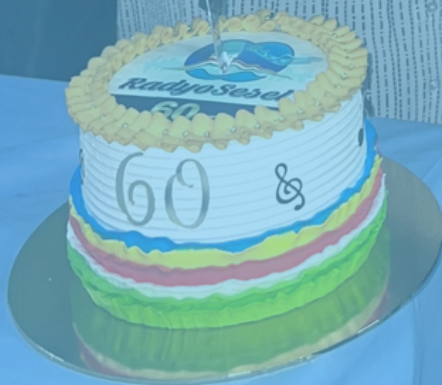
AIRTIME	PUBLIC SERVICE	LOCAL COMMERCIAL	STANDARD COMMERCIAL
15 secs	100	125	250
30 secs	125	150	300
45 secs	175	200	350
60 secs	225	250	400
75 secs	275	300	450
90 secs	325	450	500

RADIO COMPETITIONS / QUIZES: PEAK

AIRTIME	PUBLIC SERVICE	LOCAL COMMERCIAL	STANDARD COMMERCIAL
15 secs	125	150	250
30 secs	150	200	350
45 secs	200	250	450

RADIO COMPETITIONS / QUIZES: MID-PEAK

AIRTIME	PUBLIC SERVICE	LOCAL COMMERCIAL	STANDARD COMMERCIAL
15 secs	100	125	250
30 secs	125	150	300
45 secs	175	200	350



Death messages package



DEATH ANNOUNCEMENT PACKAGE PAYABLE 3 READINGS- Package 1

OPTIONS	PACKAGE	COST	BENEFIT
OPTIONS 1	3 RADIO & 1 APP ONLY	300 (1 TO 100 WORDS)	1ST READING FREE
OPTIONS 2	3 RADIO, 1 TV & 1 APP	500 (1 TO 100 WORDS)	1ST READING FREE & 1 FREE AIRING ON TV
OPTIONS 3	3 RADIO & 1 APP ONLY	450 (101 TO 150 WORDS)	1ST READING FREE
OPTIONS 4	3 RADIO, 1 TV & 1 APP	650 (101 TO 150 WORDS)	1ST READING FREE & 1 FREE AIRING ON TV
OPTIONS 5	3 RADIO & 1 APP ONLY	600 (ABOVE 150 WORDS)	1ST READING FREE
OPTIONS 6	3 RADIO, 1 TV & 1 APP	800 (ABOVE 150 WORDS)	1ST READING FREE & 1 FREE AIRING ON TV

DEATH ANNOUNCEMENT PACKAGE PAYABLE 4 READINGS -Package 2

OPTIONS	PACKAGE	COST	BENEFIT
OPTIONS 1	4 RADIO & 1 APP ONLY	375 (1 TO 100 WORDS)	1ST READING FREE
OPTIONS 2	4 RADIO, 1 TV & 1 APP	575 (1 TO 100 WORDS)	1ST READING FREE & 1 FREE AIRING ON TV
OPTIONS 3	4 RADIO, 1 APP ONLY	575 (101 TO 150 WORDS)	1ST READING FREE
OPTIONS 4	4 RADIO, 1 TV & 1 APP	775 (101 TO 150 WORDS)	1ST READING FREE & 1 FREE AIRING ON TV
OPTIONS 5	4 RADIO & 1 APP ONLY	775 (ABOVE 150 WORDS)	1ST READING FREE
OPTIONS 6	4 RADIO, 1 TV & 1 APP	975 (ABOVE 150 WORDS)	1ST READING FREE & 1 FREE AIRING ON TV

DEATH ANNOUNCEMENT PACKAGE PAYABLE 5 READINGS-Package 3

OPTIONS	PACKAGE	COST	BENEFIT
OPTIONS 1	5 RADIO & 1 APP ONLY	450 (1 TO 100 WORDS)	1ST READING FREE
OPTIONS 2	5 RADIO, 1 TV & 1 APP	650 (1 TO 100 WORDS)	1ST READING FREE & 1 FREE AIRING ON TV
OPTIONS 3	5 RADIO, 1 APP ONLY	700 (101 TO 150 WORDS)	1ST READING FREE
OPTIONS 4	5 RADIO, 1 TV & 1 APP	900 (101 TO 150 WORDS)	1ST READING FREE & 1 FREE AIRING ON TV
OPTIONS 5	5 RADIO & 1 APP ONLY	950 (ABOVE 150 WORDS)	1ST READING FREE
OPTIONS 6	5 RADIO, 1 TV & 1 APP	1150 (ABOVE 150 WORDS)	1ST READING FREE & 1 FREE AIRING ON TV

DEATH ANNOUNCEMENT PACKAGE PAYABLE 6 READINGS-Package 4

OPTIONS	PACKAGE	COST	BENEFIT
OPTIONS 1	6 RADIO & 1 APP ONLY	525 (1 TO 100 WORDS)	1ST READING FREE
OPTIONS 2	6 RADIO, 1 TV & 1 APP	725 (1 TO 100 WORDS)	1ST READING FREE & 1 FREE AIRING ON TV
OPTIONS 3	6 RADIO, 1 APP ONLY	825 (101 TO 150 WORDS)	1ST READING FREE
OPTIONS 4	6 RADIO, 1 TV & 1 APP	1025 (101 TO 150 WORDS)	1ST READING FREE & 1 FREE AIRING ON TV
OPTIONS 5	6 RADIO & 1 APP ONLY	1125 (ABOVE 150 WORDS)	1ST READING FREE
OPTIONS 6	6 RADIO, 1 TV & 1 APP	1325 (ABOVE 150 WORDS)	1ST READING FREE & 1 FREE AIRING ON TV

ANNOUNCEMENTS

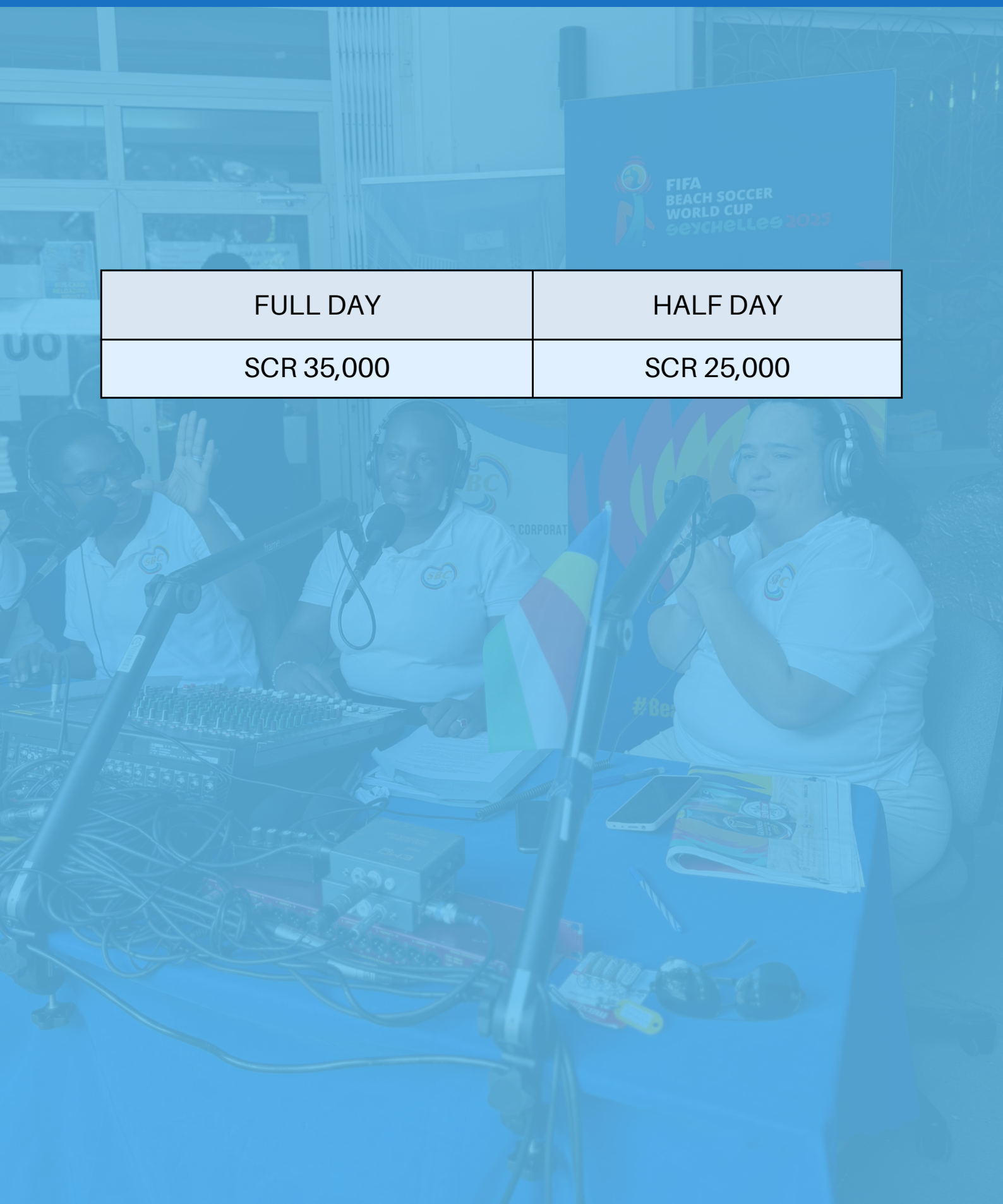
AIRTIME	PUBLIC SERVICE	LOCAL COMMERCIAL	PERSONAL
0-30	45	140	75
31-60	80	195	130
61-90	100	250	180
91-120	130	290	240
121-150	150	370	250
151-180	180	485	350
Additional 30 words or part	45	140	85

MESSAGES

AIRTIME	PUBLIC SERVICE	LOCAL COMMERCIAL	PERSONAL
0-30	55	140	85
31-60	85	150	110
61-90	110	165	140
91-120	140	195	-
121-150	165	225	-
151-180	195	255	-
Additional 30 words or part	85	80	85

ROADSHOW PACKAGE

FULL DAY	HALF DAY
SCR 35,000	SCR 25,000



A close-up photograph of a group of people, primarily focusing on their hands and smartphones. In the foreground, a person's hand is seen holding a black smartphone, with their thumb positioned over the screen. To the right, another person's hand holds a similar smartphone, angled upwards. In the background, a woman with a joyful expression is visible, also holding a smartphone. The scene is brightly lit, suggesting an indoor setting. The text 'SOCIAL MEDIA' is superimposed in the center in a large, white, sans-serif font.

SOCIAL MEDIA

DIGITAL ADVERTISING ON SBC'S FACEBOOK

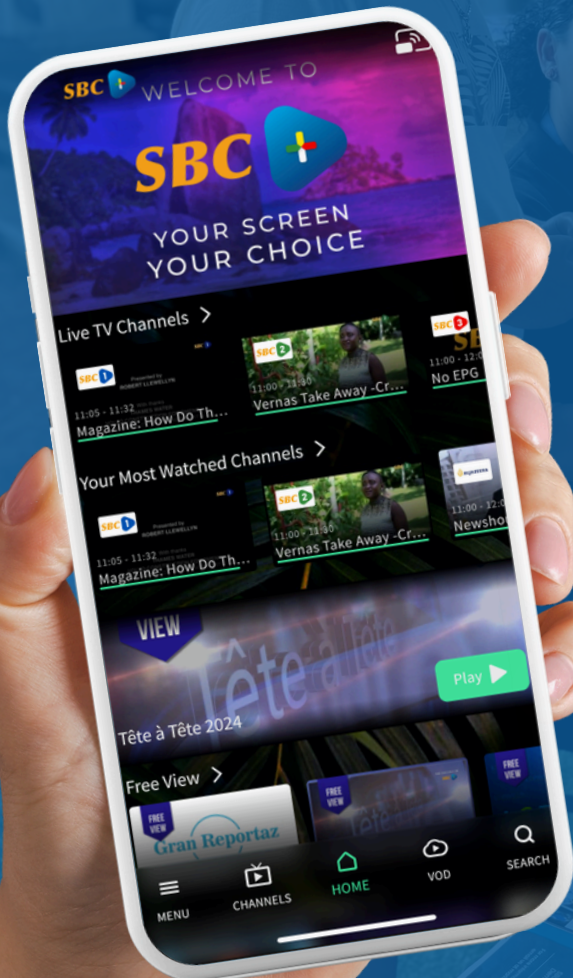
FB STORY	FB POST	FB+STORY
200 (24 Hours)	350	500

Digital Rate Card					
Advertising Details		Unit Per Cost Per Week			
		Public Service	Commercial	Commercial (Corporate)	Commercial (Standard)
Billboards Positioned Prominently on Opening the Apps					
Billboards	Prominent display on each App	450	500	1000	1200
Adverts Placed in the Advertisement Channel on the Apps					
Video (max 50 secs)	Client advertising on tv and App	150	250	300	400
Video (max 50 secs)	Client advertising on the App only	250	300	400	500
Audio (max 50 secs)	Client advertising on Radio and Apps	100	150	200	300
Audio (max 50 secs)	Client advertising on the Apps only	200	250	300	400
Poster		150	250	300	400
Announcement & Messages (Text)	Up to 30 words	50	75	100	150
Announcement & Messages (Text)	31- 50 words	100	125	150	200



TOP BANNER

DURATION	PUBLIC SERVICE	LOCAL COMMERCIAL	STANDARD COMMERCIAL
1 DAY	80	90	100
7 DAYS	400	450	500
14 DAYS	800	900	1000
30 DAYS	1400	1800	2000



SET TOP BOXES - DTT

The price for the big set-top box is	100
Small one is	400
<i>Required: ID, recent electricity bill</i>	

