

1.COSTS OF ADVERTISING: Advertising on Television

1.1. EBC News Channel Commercials price

A) Domestic products and services

Table 1-1 Charges by type of service for domestic products Amharic

No	Type	Domestic Products	
		Birr/sec.	Birr for 30 seconds (with VAT)
1	PT1- A	290.00	100005.00
2	PT1- B	271.00	9349.50
3	PT1- C	201.00	6934.50
4	PT2	128.00	6354.90
5	NT1	80.00	4416.00
6	NT2	46.00	1607.70
7	SR	315.00	10867.50

Source: Ethiopian Broadcasting Corporation

Table 1- 1.2 Charge for theater and film tariffs Amharic

No	Type	Domestic Products	
		Birr/sec.	Birr for 30 seconds (with VAT)
1	PT1- A	260.00	299.00
2	PT1- B	180.00	207.00
3	PT1- C	100.00	115.00
4	PT2	70.00	80.50
5	NT1	40.00	46.00
6	NT2	25.00	28.75
7	SR(special rate)	315.00	362.25

Note: -PT- Prime time

-NT- Normal time

-PT1- A between Drama and Live Transmission

-PT1- B evening, Saturday and Sunday Day 07:00 - 12:00 and Foot Ball

-PT1- C 3:41 – 6:00 Evening

-PT2 4:01 – 4:30 evening, Monday - Friday Day 7:00 – 8:00, Saturday and Sunday 12:00 – 7:00

-NT1 4:31 – 6:00 evening, Monday - Friday Day 6:00 – 7:00

-NT2 from Monday – Sunday evening 6:01 – 12:00,

from Monday- Friday morning 12:00 – 6:00 Day and 8:00 -12:00 Afternoon

-SR New Year, Christmas and Easter Eve and Holiday program Ethiopia Epiphany, Maulid, EidAlafter and Arafa and Maskal holydays

Source: Ethiopian Broadcasting Corporation

Table 1- 2 Frequency discount on EBC Channels

Table: 1.2.1 discount on Commercials

No	Advertising cost amount (Birr)	Discount in %
1	300000.00	No discount
2	300,001.00 _ 600,000.00	3%
3	600,001.00 _ 1,000,000.00	4.5%
4	1,000,001.00 _ 2,000,000.00	7%
5	2,000,001.00 _ 4,000,000.00	9%
6	4,000,001.00 _ 6,000,000.00	11%
7	6,000,001.00 - 8,000,000.00	13%
8	8,000,001.00 - 10,000,000.00	15%
9	10,000,001.00 - 12,000,000.00	17%
10	12,000,001.00- 15,000,000.00	19%
11	15,000,001.00- 18,000,000.00	22%
12	18,000,001.00 - 21,000,000.00	24%
13	21,000,001.00 - 24,000,000.00	27%
14	24,000,001.00 - 27,000,000.00	29%
15	27,000,001.00 - 30,000,000.00	33%
16	More than 30,000,001.00	35%

1.3 Ethiopian languages Channel Commercials Price

1.3.1 Table: Commercial price on Ethiopian languages Channel

Number	Advertising Grade	Time	Commercial price per second /without vat/	
			Service products Commercials	theater and Cinema books and music commercials
1	PTA	Usually Monday to Sunday from 12 noon to 5 pm	199.00	189.00
2	PTB	Usually Monday to Sunday from 12 noon to 12 noon	149.00	110.00
3	PTC	Usually Monday to Sunday from 5pm to 12 noon	100.00	70.00
4	Special rate		221.00	221.00

Source: Ethiopian Broadcasting Corporation

1.3 EBC Entertainment Channel Commercials Price

Table 1.3.1 Commercial price on EBC Entertainment

No	Commercial Grade	Commercial price per second /without vat/	
		Service products Commercials	Theater and Cinema books and music commercials
1	PTA	270.00	270.00
2	PTB	251.00	189.00
3	PTC	181.00	118.00
4	PTD	108.00	69.00
5	NTA	60.00	36.00
6	NTB	40.00	19.00
7	Special Rate	299.00	299.00

2. Advertising on Radio

2.1 Ethiopia Radio Tariff (Amharic Language)

Table 2- 1 National Radio Tariff (Amharic Language)

Service Type	Commercial I Grade	Price per second before Vat	Re-benefits (for the same ad only)
Monday-Friday 1:00 -3:00 afternoon 6:00-7:30 Noon 12:00-2:00 local time Saturday and Sunday afternoon 7:00 - noon 12:00 local time	PTA	40.00	It will be re-advertised once in the current airtime
Hours outside of the allotted hours for the PTA	PTB	30.00	It will be re-advertised once in the current airtime
For theater, cinema, book, and music producers (local institutions and individuals);	PTA	30.00	It will be re-advertised once in the current airtime
	PTB	20.00	
Announcement for help		8.00	not given
For a funeral		25.00	not given
Holidays Announcement on Holiday Day and eve,	Special Rate	50.00	If the program is repeated, the ad will be repeated. If the program is not repeated, it will be advertised again during the airtime.
Find me and call for help (for an individual)		15.00	not given

Service Type	Commercial Grade	Price per second before Vat	Re-benefits (for the same ad only)
Enterprise Receipt and Document Search Notice		Notice of lost documents will be treated at the standard tariff	not given

2.2 Advertising Tariff Fm Radio Addis 97.1 Tariff

Table 2.2 Advertising Tariff Fm Radio Addis 97.1

No	Type of service	Grade	Price per second (before VAT)	Re-benefits / for the same ad only
1	Monday to Friday 7:00 am -3:00 am 6 am - 1pm From 6 noon -8 evening Saturday and Sunday from 1pm to 6pm	PTA	40.00	It will be re-advertised once in the current airtime.
2	Hours outside of the allotted hours for the PTA	PTB	30.00	It will be re-announced once in the current airtime.
3	For theater, cinema, book and music producers (local institutions and individuals);	PTA	30.00	It will be re-announced once in the current airtime.
		PTB	20.00	
4	From 6pm to 12pm,		11.00	Not given
5	Holidays Announcement On Holiday Day and eve,	Special Rate	50.00	If the program is repeated, the announcement will be repeated If the program is not repeated, it will be advertised again during the airtime.
6	Announcement for help,		8.00	Not given
7	For a funeral,		25.00	Not given
9	Find Me Alarm		15.00	Not given
10	Enterprise Receipt and Document Search Notice,			Notice of lost documents will be treated at the standard tariff

Source: Ethiopian Broadcasting Corporation

2.3 Advertising tariff on FM 104.7

No	Type of Services	Advertising Grade	Price per second Before (VAT)	Re-benefits / for the same ad only
1	On news and sports reports,	PTA	40.00	It will be re-advertised once in the current airtime
2	Other entertainment and educational programs	PTB	30.00	It will be re-advertised once in the current airtime
3	For theater, cinema, books and music producers any day,		20.00	It will be re-advertised once in the current airtime
4	From 6pm to 12pm,		11.00	Not given
5	Holidays Announcement on Holiday Day and eve,	Special Rate	50.00	If the program is repeated, the announcement will be repeated If the program is not repeated, it will be advertised again during the airtime.
6	Enterprise Receipt and Document Search Notice,		The search for lost documents will be hosted at a standard rate	

1.4. Advertising on Newspapers

Advertising charge in newspapers may vary from newspaper to newspaper depending on whether the newspaper is owned by the government or **the private sector**. Charges for advertising by government-owned Ethiopian Herald, Addis Zemen (Amharic), Berissa and Al-Alem, bakalcho, and wagahta newspapers are shown in the following table.

Table 2.4.1 Charges for advertising in the Ethiopian Press Agency

Ethiopian Press Agency Advertising Price List Note: All prices are VAT inclusive

NO	Names of the newspapers	Type of advertisement											
		Black and white print						Color print					
		Full page		half page		quarter page		Full page		half page		quarter page	
		Birr	Ce nt	Birr	Ce nt	Birr	Ce nt	Birr	Ce nt	Birr	Ce nt	Birr	Ce nt
1	Addis zemen	13,288	25	6,767	75	3,386	75	18,980	75	9,665	75	4,835	75
2	Ethiopian Herald	13,288	25	6,767	75	3,386	75	18,980	75	9,665	75	4,835	75
3	Barissa (Afan oromo)	6,123	00	3,064	00	1,534	50	10,980	00	6,128	00	3,068	00
4	Al-Alem (Arabic)	6,123	00	3,064	00	1,534	50	-----	--		--	--	--
5	Bakalcho (Sidama)	6,000	00	3,000	00	1,500	00	12,000	00	6,000	00	1,500	00
6	Wegahta (Tigrinya)	6,000	00	3,000	00	1,500	00	12,000	00	6,000	00	1,500	00

Note: All prices are VAT inclusive
Source: Ethiopian Press Agency