

Production of spots

SBC also provides a comprehensive advertisement production service from conception, scriptwriting, story-boarding, filming, editing and voice-over at a very competitive rate.

Please contact our marketing team on:

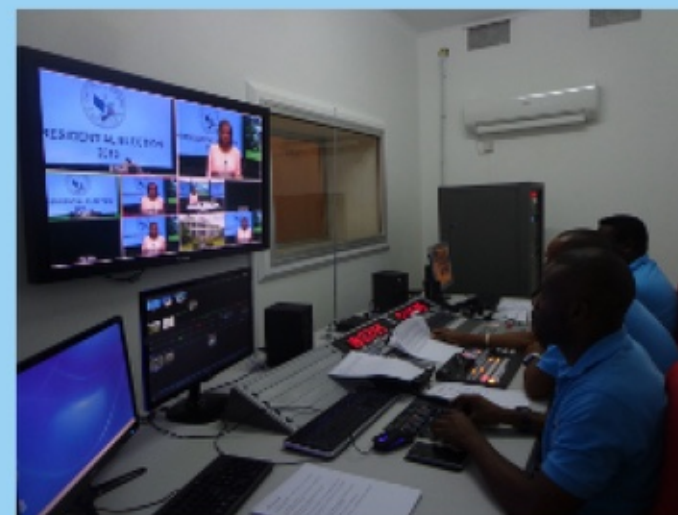
4289687/4289688 or by email marketing@sbc.sc for a quotation.

Programme Sponsorship Packages

Customers also have the option of signing a long term sponsorship contract for one of our TV programmes or one of our shows on Paradise FM or Radyo Sesel.

The rate will depend on the show and the time it is broadcast.

Please contact us for a quotation.



The Seychelles Broadcasting Corporation can help you reach your target customers on a daily basis through advertisements, spots or programme sponsorship on television and on radio.

Our rates are very competitive and are divided into three categories; standard, local and public service.

Standard Commercial - Rates apply to foreign products or services. Products with established brand names whether or not locally manufactured are charged in this category.

Local Commercial - Rates are available at the discretion of the SBC to advertisers whose business is wholly or mainly within the SBC transmission area.

Public Service - Rates are available to government ministries, departments, socio-political and cultural organizations and include religious bodies and charities operating in Seychelles.



SEYCHELLES BROADCASTING CORPORATION

AIRTIME RATE CARD 2018



SEYCHELLES BROADCASTING CORPORATION

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AIRTIME RATES TELEVISION

AIRTIME RATES PARADISE FM

AIRTIME RATES RADYO SESEL

AIRTIME RATES RADYO SESEL

(SUPER PEAK) = BEFORE CREOLE NEWS			
AIRTIME	PUBLIC SERVICE	LOCAL COMMERCIAL	STANDARD COMMERCIAL
20 secs		SCR 540	SCR 1,000
30 secs		SCR 1,080	SCR 2,000
45 secs		SCR 1,620	SCR 3,000

(PEAK) = 6AM TO 9AM AND 4PM TO 8PM		
AIRTIME	LOCAL COMMERCIAL	STANDARD COMMERCIAL
10 secs	SCR 175	SCR 300
20 secs	SCR 225	SCR 350
30 secs	SCR 275	SCR 400
40 secs	SCR 375	SCR 500
45 secs	SCR 425	SCR 550

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

MESSAGES			
WORDS UP TO	PUBLIC SERVICE	LOCAL COMMERCIAL	STANDARD COMMERCIAL
0 - 30	SCR 95	SCR 75	SCR 50
31 - 60	SCR 120	SCR 100	SCR 75
61 - 90	SCR 145	SCR 125	SCR 100
91 - 120	SCR 170		SCR 125
121 - 150	SCR 195		SCR 150
151 - 180	SCR 220		SCR 175
ADDITIONAL 30 WORDS OR PART	SCR 75		SCR 75

(PEAK) = BEFORE & AFTER CREOLE NEWS			
AIRTIME	PUBLIC SERVICE	LOCAL COMMERCIAL	STANDARD COMMERCIAL
20 secs	SCR 210	SCR 440	SCR 825
30 secs	SCR 420	SCR 875	SCR 1,650
45 secs	SCR 630	SCR 1,325	SCR 2,500

(MID PEAK) = 9.15 AM to 3.45 AM AND 8.15 PM TO 9.15 PM		
AIRTIME	LOCAL COMMERCIAL	STANDARD COMMERCIAL
10 secs	SCR 120	SCR 225
20 secs	SCR 170	SCR 275
30 secs	SCR 220	SCR 325
40 secs	SCR 270	SCR 375
50 secs	SCR 320	SCR 425
60 secs	SCR 370	SCR 475

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

DEATH MESSAGES			
WORDS UP TO	1st LANGUAGE	2nd LANGUAGE	3rd LANGUAGE
1st SLOT	FOC	SCR 50	SCR 50
2nd SLOT	SCR 50	SCR 75	SCR 100
3rd SLOT	SCR 75	SCR 100	SCR 125
4th SLOT	SCR 100	SCR 125	SCR 150
5th SLOT	SCR 125	SCR 150	SCR 175
FUNERAL ANNOUNCEMENT	SCR 75	SCR 100	SCR 150

(MID-PEAK) = Before Sports News, After Meteo, Before English News			
AIRTIME	PUBLIC SERVICE	LOCAL COMMERCIAL	STANDARD COMMERCIAL
20 secs	SCR 180	SCR 375	SCR 760
30 secs	SCR 360	SCR 750	SCR 1,520
45 secs	SCR 540	SCR 1,125	SCR 2,280
60 secs	SCR 720	SCR 1,500	SCR 3,040
90 secs	SCR 1,080		

(OFF PEAK) = 9.15 PM TO 5.45 AM		
AIRTIME	LOCAL COMMERCIAL	STANDARD COMMERCIAL
10 secs	SCR 60	SCR 165
20 secs	SCR 85	SCR 215
30 secs	SCR 110	SCR 265
40 secs	SCR 160	SCR 315
50 secs	SCR 210	SCR 365
60 secs	SCR 260	SCR 415

ANNOUNCEMENTS			
WORDS UP TO	PUBLIC SERVICE	LOCAL COMMERCIAL	STANDARD COMMERCIAL
0 - 30	SCR 120	SCR 65	SCR 40
31 - 60	SCR 170	SCR 115	SCR 70
61 - 90	SCR 220	SCR 165	SCR 90
91 - 120	SCR 270	SCR 215	SCR 115
121 - 150	SCR 320	SCR 265	SCR 135
151 - 180	SCR 420	SCR 315	SCR 165
ADDITIONAL 30 WORDS OR PART	SCR 120	SCR 75	SCR 40

Monthly Bonus for TV advertising

The monthly loyalty bonus scheme is determined by the number of commercial spots booked to air on TV in any one month and is as follows:-

- 10 - 19 slots : 2 free spots
- 20 - 29 spots : 4 free spots
- 30 - 39 spots : 6 free spots
- 40 - 49 spots : 8 free spots

Weekly Bonus for Radyo Sesel and Paradise FM

The weekly loyalty bonus is determined by the number of commercial spots booked to air in any one week and will be as follows:-

- 10-19 spots : 2 free spots
- 20- 29 spots : 3 free spots
- 30 spots or more : 5 free spots