



COMMERCIAL SALES

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## 07-08 Rate Structure

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*Celebrating 20 years of broadcasting  
in Papua New Guinea*

**For more information, contact your local EMTV advertising representative.**

Media Niugini Limited, trading as EMTV Papua New Guinea.

Telephone: Port Moresby - 325 7322 / Lae - 479 1466



# ADVERTISING RATE CARD 2007-08

Effective From July 01, 2007 - June 30, 2008. All rates listed are in PNG KINA (PGK)

## Rate Card - CASUAL (<K50,000)

	Day	Time	30 Sec investment	
			Casual Rate	
<b>Run of Station</b>	<b>Daily</b>	<b>0000 - 2400</b>	<b>290.00</b>	
<b><u>Business/News/Current Affairs</u></b>				
National EM TV News	Mon - Sun	1800 - 1830	<b>500.00</b>	
Today Show	Mon - Fri	0600 - 0900	<b>200.00</b>	
A Current Affair	Mon - Fri	1830 - 1900	<b>390.00</b>	
Tok Piksa	Mon	1930 - 2000	<b>375.00</b>	
Sunday (inc Business Sunday)	Sun	0900 - 1000	<b>185.00</b>	
60 Minutes	Sun	1930 - 2030	<b>445.00</b>	
<b><u>Entertainment/Mon-Fri</u></b>				
Prime Time	Mon - Sun	1830 - 2030	<b>290.00</b>	
Hot Source	Mon - Fri	1730 - 1800	<b>290.00</b>	
Temptation	Mon - Fri	1900 - 1930	<b>290.00</b>	
1 vs 100	Mon	2000 - 2100	<b>290.00</b>	
What's Good For You	Mon	2100 - 2200	<b>290.00</b>	
Haus and Home	Tue	1930 - 2030	<b>310.00</b>	
Survivor	Tue	2130 - 2230	<b>290.00</b>	
McLeod's Daughters	Wed	1930 - 2030	<b>290.00</b>	
Movies	Wed	2130 - 2330	<b>340.00</b>	
24	Thu	2000 - 2100	<b>290.00</b>	
The Simpsons	Thu	2100 - 2130	<b>290.00</b>	
In Moresby Tonight	Fri	1900 - 1930	<b>290.00</b>	
<b><u>Entertainment/Weekends</u></b>				
The Music Jungle	Sat	1030 - 1130	<b>290.00</b>	
The Car Show	Sat	1630 - 1700	<b>185.00</b>	
The Boat Show	Sat	1700 - 1730	<b>185.00</b>	
AFL Highlights (repeat)	Sat	1730 - 1800	<b>185.00</b>	
Australia's Funniest Home Video Show	Sat	1830 - 1930	<b>290.00</b>	
Seventh Heaven	Sun	1830 - 1930	<b>290.00</b>	
Movies	Sun	2030 - 2230	<b>340.00</b>	
<b><u>Children's Programs</u></b>				
Kids Kona	Mon - Fri	1500 - 1730	<b>185.00</b>	
Malolo Club (Only during school Holidays)	Mon - Fri	0900 - 1100	<b>185.00</b>	
<b><u>Sports</u></b>				
NRL	Fri	2030 - 2230	<b>POA</b>	
NRL	Sun	1600 - 1800	<b>POA</b>	
SP Cup	Tues	2030-2130	<b>290.00</b>	
Sports Scene	Thu	1930 - 2000	<b>330.00</b>	
NRL Footy Show	Thu	2130 - 2300	<b>290.00</b>	
AFL Highlights	Thu	2300 - 2400	<b>185.00</b>	
Sunday Footy Show	Sun	1100 - 1200	<b>185.00</b>	
Cricket One Day Matches	Mon - Fri		<b>185.00</b>	
Cricket One Day Matches	Sat - Sun		<b>310.00</b>	
Cricket One Day Matches	Evenings		<b>330.00</b>	
Cricket Test Matches	Mon - Fri		<b>185.00</b>	
Cricket Test Matches	Sat - Sun		<b>310.00</b>	
Cricket Test Matches	Evenings		<b>290.00</b>	
ICC Cricket World	Sat	1430 - 1500	<b>185.00</b>	
Total Rugby	Sat	1930 - 2000	<b>185.00</b>	



# ADVERTISING RATE CARD 2007-08

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## LEVEL 1: K50,000 - K99,999

	Day	Time	30 Sec Investment	
			Casual Rate	Level 1 Rate
<b>Run of Station</b>	<b>Daily</b>	<b>0000 - 2400</b>	<b>290.00</b>	<b>276.00</b>
<b><u>Business/News/Current Affairs</u></b>				
National EM TV News	Mon - Sun	1800 - 1830	500.00	475.00
Today Show	Mon - Fri	0600 - 0900	200.00	190.00
A Current Affair	Mon - Fri	1830 - 1900	390.00	371.00
Tok Piksa	Mon	1930 - 2000	375.00	356.00
Sunday (inc Business Sunday)	Sun	0900 - 1000	185.00	176.00
60 Minutes	Sun	1930 - 2030	445.00	423.00
<b><u>Entertainment/Mon-Fri</u></b>				
Prime Time	Mon - Sun	1830 - 2030	290.00	276.00
Hot Source	Mon - Fri	1730 - 1800	290.00	276.00
Temptation	Mon - Fri	1900 - 1930	290.00	276.00
1 vs 100	Mon	2000 - 2100	290.00	276.00
What's Good For You	Mon	2100 - 2200	290.00	276.00
Haus and Home	Tue	1930 - 2030	310.00	295.00
Survivor	Tue	2130 - 2230	290.00	276.00
McLeod's Daughters	Wed	1930 - 2030	290.00	276.00
Movies	Wed	2130 - 2330	340.00	323.00
24	Thu	2000 - 2100	290.00	276.00
The Simpsons	Thu	2100 - 2130	290.00	276.00
In Moersby Tonight	Fri	1900 - 1930	290.00	276.00
<b><u>Entertainment/Weekends</u></b>				
The Music Jungle	Sat	1030 - 1130	290.00	276.00
The Car Show	Sat	1630 - 1700	185.00	176.00
The Boat Show	Sat	1700 - 1730	185.00	176.00
AFL Highlights (repeat)	Sat	1730 - 1800	185.00	176.00
Australia's Funniest Home Video Show	Sat	1830 - 1930	290.00	276.00
Seventh Heaven	Sun	1830 - 1930	290.00	276.00
Movies	Sun	2030 - 2230	340.00	323.00
<b><u>Children's Programs</u></b>				
Kids Kona	Mon - Fri	1500 - 1730	185.00	176.00
Malolo Club (Only during school Holidays)	Mon - Fri	0900 - 1100	185.00	176.00
<b><u>Sports</u></b>				
NRL	Fri	2030 - 2230	POA	POA
NRL	Sun	1600 - 1800	POA	POA
SP Cup	Tues	2030-2130	290.00	276.00
Sports Scene	Thu	1930 - 2000	330.00	314.00
NRL Footy Show	Thu	2130 - 2300	290.00	276.00
AFL Highlights	Thu	2300 - 2400	185.00	176.00
Sunday Footy Show	Sun	1100 - 1200	185.00	176.00
Cricket One Day Matches	Mon - Fri		185.00	176.00
Cricket One Day Matches	Sat - Sun		310.00	295.00
Cricket One Day Matches	Evenings		330.00	314.00
Cricket Test Matches	Mon - Fri		185.00	176.00
Cricket Test Matches	Sat - Sun		310.00	295.00
Cricket Test Matches	Evenings		290.00	276.00
ICC Cricket World	Sat	1430 - 1500	185.00	176.00
Total Rugby	Sat	1930 - 2000	185.00	176.00



# ADVERTISING RATE CARD 2007-08

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## LEVEL 2: K100,000 - K149,999

	Day	Time	30 Sec Investment	
			Casual Rate	Level 2 Rate
<b>Run of Station</b>	<b>Daily</b>	<b>0000 - 2400</b>	<b>290.00</b>	<b>261.00</b>
<b><u>Business/News/Current Affairs</u></b>				
National EM TV News	Mon - Sun	1800 - 1830	500.00	450.00
Today Show	Mon - Fri	0600 - 0900	200.00	180.00
A Current Affair	Mon - Fri	1830 - 1900	390.00	351.00
Tok Piksa	Mon	1930 - 2000	375.00	338.00
Sunday (inc Business Sunday)	Sun	0900 - 1000	185.00	167.00
60 Minutes	Sun	1930 - 2030	445.00	401.00
<b><u>Entertainment/Mon-Fri</u></b>				
Prime Time	Mon - Sun	1830 - 2030	290.00	261.00
Hot Source	Mon - Fri	1730 - 1800	290.00	261.00
Temptation	Mon - Fri	1900 - 1930	290.00	261.00
1 vs 100	Mon	2000 - 2100	290.00	261.00
What's Good For You	Mon	2100 - 2200	290.00	261.00
Haus and Home	Tue	1930 - 2030	310.00	279.00
Survivor	Tue	2130 - 2230	290.00	261.00
McLeod's Daughters	Wed	1930 - 2030	290.00	261.00
Movies	Wed	2130 - 2330	340.00	306.00
24	Thu	2000 - 2100	290.00	261.00
The Simpsons	Thu	2100 - 2130	290.00	261.00
In Moersby Tonight	Fri	1900 - 1930	290.00	261.00
<b><u>Entertainment/Weekends</u></b>				
The Music Jungle	Sat	1030 - 1130	290.00	261.00
The Car Show	Sat	1630 - 1700	185.00	167.00
The Boat Show	Sat	1700 - 1730	185.00	167.00
AFL Highlights (repeat)	Sat	1730 - 1800	185.00	167.00
Australia's Funniest Home Video Show	Sat	1830 - 1930	290.00	261.00
Seventh Heaven	Sun	1830 - 1930	290.00	261.00
Movies	Sun	2030 - 2230	340.00	306.00
<b><u>Children's Programs</u></b>				
Kids Kona	Mon - Fri	1500 - 1730	185.00	167.00
Malolo Club (Only during school Holidays)	Mon - Fri	0900 - 1100	185.00	167.00
<b><u>Sports</u></b>				
NRL	Fri	2030 - 2230	POA	POA
NRL	Sun	1600 - 1800	POA	POA
SP Cup	Tues	2030-2130	290.00	261.00
Sports Scene	Thu	1930 - 2000	330.00	297.00
NRL Footy Show	Thu	2130 - 2300	290.00	261.00
AFL Highlights	Thu	2300 - 2400	185.00	167.00
Sunday Footy Show	Sun	1100 - 1200	185.00	167.00
Cricket One Day Matches	Mon - Fri		185.00	167.00
Cricket One Day Matches	Sat - Sun		310.00	279.00
Cricket One Day Matches	Evenings		330.00	297.00
Cricket Test Matches	Mon - Fri		185.00	167.00
Cricket Test Matches	Sat - Sun		310.00	279.00
Cricket Test Matches	Evenings		290.00	261.00
ICC Cricket World	Sat	1430 - 1500	185.00	167.00
Total Rugby	Sat	1930 - 2000	185.00	167.00



# ADVERTISING RATE CARD 2007-08

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## LEVEL 3: K150,000 - K199,999

	Day	Time	30 Sec Investment	
			Casual Rate	Level 3 Rate
<b>Run of Station</b>	<b>Daily</b>	<b>0000 - 2400</b>	<b>290.00</b>	<b>247.00</b>
<b><u>Business/News/Current Affairs</u></b>				
National EM TV News	Mon - Sun	1800 - 1830	500.00	425.00
Today Show	Mon - Fri	0600 - 0900	200.00	170.00
A Current Affair	Mon - Fri	1830 - 1900	390.00	332.00
Tok Piksa	Mon	1930 - 2000	375.00	319.00
Sunday (inc Business Sunday)	Sun	0900 - 1000	185.00	157.00
60 Minutes	Sun	1930 - 2030	445.00	378.00
<b><u>Entertainment/Mon-Fri</u></b>				
Prime Time	Mon - Sun	1830 - 2030	290.00	247.00
Hot Source	Mon - Fri	1730 - 1800	290.00	247.00
Temptation	Mon - Fri	1900 - 1930	290.00	247.00
1 vs 100	Mon	2000 - 2100	290.00	247.00
What's Good For You	Mon	2100 - 2200	290.00	247.00
Haus and Home	Tue	1930 - 2030	310.00	264.00
Survivor	Tue	2130 - 2230	290.00	247.00
McLeod's Daughters	Wed	1930 - 2030	290.00	247.00
Movies	Wed	2130 - 2330	340.00	289.00
24	Thu	2000 - 2100	290.00	247.00
The Simpsons	Thu	2100 - 2130	290.00	247.00
In Moeresby Tonight	Fri	1900 - 1930	290.00	247.00
<b><u>Entertainment/Weekends</u></b>				
The Music Jungle	Sat	1030 - 1130	290.00	247.00
The Car Show	Sat	1630 - 1700	185.00	157.00
The Boat Show	Sat	1700 - 1730	185.00	157.00
AFL Highlights (repeat)	Sat	1730 - 1800	185.00	157.00
Australia's Funniest Home Video Show	Sat	1830 - 1930	290.00	247.00
Seventh Heaven	Sun	1830 - 1930	290.00	247.00
Movies	Sun	2030 - 2230	340.00	289.00
<b><u>Children's Programs</u></b>				
Kids Kona	Mon - Fri	1500 - 1730	185.00	157.00
Malolo Club (Only during school Holidays)	Mon - Fri	0900 - 1100	185.00	157.00
<b><u>Sports</u></b>				
NRL	Fri	2030 - 2230	POA	POA
NRL	Sun	1600 - 1800	POA	POA
SP Cup	Tues	2030-2130	290.00	247.00
Sports Scene	Thu	1930 - 2000	330.00	281.00
NRL Footy Show	Thu	2130 - 2300	290.00	247.00
AFL Highlights	Thu	2300 - 2400	185.00	157.00
Sunday Footy Show	Sun	1100 - 1200	185.00	157.00
Cricket One Day Matches	Mon - Fri		185.00	157.00
Cricket One Day Matches	Sat - Sun		310.00	264.00
Cricket One Day Matches	Evenings		330.00	281.00
Cricket Test Matches	Mon - Fri		185.00	157.00
Cricket Test Matches	Sat - Sun		310.00	264.00
Cricket Test Matches	Evenings		290.00	247.00
ICC Cricket World	Sat	1430 - 1500	185.00	157.00
Total Rugby	Sat	1930 - 2000	185.00	157.00



# ADVERTISING RATE CARD 2007-08

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## LEVEL 4: K200,000 - K249,999

	Day	Time	30 Sec Investment	
			Casual Rate	Level 4 Rate
<b>Run of Station</b>	<b>Daily</b>	<b>0000 - 2400</b>	<b>290.00</b>	<b>232.00</b>
<b><u>Business/News/Current Affairs</u></b>				
National EM TV News	Mon - Sun	1800 - 1830	500.00	400.00
Today Show	Mon - Fri	0600 - 0900	200.00	160.00
A Current Affair	Mon - Fri	1830 - 1900	390.00	312.00
Tok Piksa	Mon	1930 - 2000	375.00	300.00
Sunday (inc Business Sunday)	Sun	0900 - 1000	185.00	148.00
60 Minutes	Sun	1930 - 2030	445.00	356.00
<b><u>Entertainment/Mon-Fri</u></b>				
Prime Time	Mon - Sun	1830 - 2030	290.00	232.00
Hot Source	Mon - Fri	1730 - 1800	290.00	232.00
Temptation	Mon - Fri	1900 - 1930	290.00	232.00
1 vs 100	Mon	2000 - 2100	290.00	232.00
What's Good For You	Mon	2100 - 2200	290.00	232.00
Haus and Home	Tue	1930 - 2030	310.00	248.00
Survivor	Tue	2130 - 2230	290.00	232.00
McLeod's Daughters	Wed	1930 - 2030	290.00	232.00
Movies	Wed	2130 - 2330	340.00	272.00
24	Thu	2000 - 2100	290.00	232.00
The Simpsons	Thu	2100 - 2130	290.00	232.00
In Moersby Tonight	Fri	1900 - 1930	290.00	232.00
<b><u>Entertainment/Weekends</u></b>				
The Music Jungle	Sat	1030 - 1130	290.00	232.00
The Car Show	Sat	1630 - 1700	185.00	148.00
The Boat Show	Sat	1700 - 1730	185.00	148.00
AFL Highlights (repeat)	Sat	1730 - 1800	185.00	148.00
Australia's Funniest Home Video Show	Sat	1830 - 1930	290.00	232.00
Seventh Heaven	Sun	1830 - 1930	290.00	232.00
Movies	Sun	2030 - 2230	340.00	272.00
<b><u>Children's Programs</u></b>				
Kids Kona	Mon - Fri	1500 - 1730	185.00	148.00
Malolo Club (Only during school Holidays)	Mon - Fri	0900 - 1100	185.00	148.00
<b><u>Sports</u></b>				
NRL	Fri	2030 - 2230	POA	POA
NRL	Sun	1600 - 1800	POA	POA
SP Cup	Tues	2030-2130	290.00	232.00
Sports Scene	Thu	1930 - 2000	330.00	264.00
NRL Footy Show	Thu	2130 - 2300	290.00	232.00
AFL Highlights	Thu	2300 - 2400	185.00	148.00
Sunday Footy Show	Sun	1100 - 1200	185.00	148.00
Cricket One Day Matches	Mon - Fri		185.00	148.00
Cricket One Day Matches	Sat - Sun		310.00	248.00
Cricket One Day Matches	Evenings		330.00	264.00
Cricket Test Matches	Mon - Fri		185.00	148.00
Cricket Test Matches	Sat - Sun		310.00	248.00
Cricket Test Matches	Evenings		290.00	232.00
ICC Cricket World	Sat	1430 - 1500	185.00	148.00
Total Rugby	Sat	1930 - 2000	185.00	148.00



# ADVERTISING RATE CARD 2007-08

Effective From July 01, 2007 - June 30, 2008. All rates listed are in PNG KINA (PGK)

## LEVEL 5: K250,000 - K299,999

	Day	Time	30 Sec Investment	
			Casual Rate	Level 5 Rate
<b>Run of Station</b>	<b>Daily</b>	<b>0000 - 2400</b>	<b>290.00</b>	<b>218.00</b>
<b><u>Business/News/Current Affairs</u></b>				
National EM TV News	Mon - Sun	1800 - 1830	500.00	375.00
Today Show	Mon - Fri	0600 - 0900	200.00	150.00
A Current Affair	Mon - Fri	1830 - 1900	390.00	293.00
Tok Piksa	Mon	1930 - 2000	375.00	281.00
Sunday (inc Business Sunday)	Sun	0900 - 1000	185.00	139.00
60 Minutes	Sun	1930 - 2030	445.00	334.00
<b><u>Entertainment/Mon-Fri</u></b>				
Prime Time	Mon - Sun	1830 - 2030	290.00	218.00
Hot Source	Mon - Fri	1730 - 1800	290.00	218.00
Temptation	Mon - Fri	1900 - 1930	290.00	218.00
1 vs 100	Mon	2000 - 2100	290.00	218.00
What's Good For You	Mon	2100 - 2200	290.00	218.00
Haus and Home	Tue	1930 - 2030	310.00	233.00
Survivor	Tue	2130 - 2230	290.00	218.00
McLeod's Daughters	Wed	1930 - 2030	290.00	218.00
Movies	Wed	2130 - 2330	340.00	255.00
24	Thu	2000 - 2100	290.00	218.00
The Simpsons	Thu	2100 - 2130	290.00	218.00
In Moersby Tonight	Fri	1900 - 1930	290.00	218.00
<b><u>Entertainment/Weekends</u></b>				
The Music Jungle	Sat	1030 - 1130	290.00	218.00
The Car Show	Sat	1630 - 1700	185.00	139.00
The Boat Show	Sat	1700 - 1730	185.00	139.00
AFL Highlights (repeat)	Sat	1730 - 1800	185.00	139.00
Australia's Funniest Home Video Show	Sat	1830 - 1930	290.00	218.00
Seventh Heaven	Sun	1830 - 1930	290.00	218.00
Movies	Sun	2030 - 2230	340.00	255.00
<b><u>Children's Programs</u></b>				
Kids Kona	Mon - Fri	1500 - 1730	185.00	139.00
Malolo Club (Only during school Holidays)	Mon - Fri	0900 - 1100	185.00	139.00
<b><u>Sports</u></b>				
NRL	Fri	2030 - 2230	POA	POA
NRL	Sun	1600 - 1800	POA	POA
SP Cup	Tues	2030-2130	290.00	218.00
Sports Scene	Thu	1930 - 2000	330.00	248.00
NRL Footy Show	Thu	2130 - 2300	290.00	218.00
AFL Highlights	Thu	2300 - 2400	185.00	139.00
Sunday Footy Show	Sun	1100 - 1200	185.00	139.00
Cricket One Day Matches	Mon - Fri		185.00	139.00
Cricket One Day Matches	Sat - Sun		310.00	233.00
Cricket One Day Matches	Evenings		330.00	248.00
Cricket Test Matches	Mon - Fri		185.00	139.00
Cricket Test Matches	Sat - Sun		310.00	233.00
Cricket Test Matches	Evenings		290.00	218.00
ICC Cricket World	Sat	1430 - 1500	185.00	139.00
Total Rugby	Sat	1930 - 2000	185.00	139.00