



ESWATINI TELEVISION AUTHORITY

Advertising Rate Card

TELEVISION RATES 2026/2027

Your comprehensive guide to advertising opportunities with Eswatini Television Authority. Discover competitive rates and flexible packages designed to amplify your brand's reach across our platform.

eswatinitv.co.sz





Commercial Rate Structure

Our bulk discount commercial rates are designed to provide flexible advertising solutions across three channels throughout the day. Rates vary by time slot and volume purchased, with significant savings available for higher volume commitments.

Channel C

05:00 - 18:00

Daytime programming

Channel A

18:00 - 22:00

Prime time slot

Channel B

22:00 - 05:00

After hours programming



Contact your Sales Executives for more information: 2416 9600

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Rate Tiers by Volume

Our pricing structure offers four distinct volume tiers, each providing progressively better rates per second. The more spots you purchase, the lower your per-second cost becomes.



500 – 1,500 Spots

Entry-level bulk discount



1,501 – 3,000 Spots

Mid-tier volume discount



3,001 – 4,000 Spots

High-volume discount



4,001 – 8,000 Spots

Maximum volume discount



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500 – 1,500 Spots Rate Card

Base rates for the entry-level bulk discount tier. Prices shown are per spot.

Duration	Channel C 05:00 – 18:00	Channel A 18:00 – 22:00	Channel B 22:00 – 05:00
15 seconds	E1,242.90	E2,023.50	E1,595.40
20 seconds	E1,657.20	E2,698.00	E2,127.20
30 seconds	E2,485.80	E4,047.00	E3,190.80
45 seconds	E3,728.70	E6,070.50	E4,786.20



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1,501 – 3,000 Spots Rate Card

Mid-tier volume discount with improved rates across all channels and durations.

Duration	Channel C 05:00 – 18:00	Channel A 18:00 – 22:00	Channel B 22:00 – 05:00
15 seconds	E1,092.90	E1,873.50	E1,445.40
20 seconds	E1,457.20	E2,498.00	E1,927.20
30 seconds	E2,185.80	E3,747.00	E2,890.80
45 seconds	E3,278.70	E5,620.50	E4,336.20



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3,001 – 4,000 Spots Rate Card

High-volume discount tier offering substantial savings for extended advertising campaigns.

Duration	Channel C 05:00 – 18:00	Channel A 18:00 – 22:00	Channel B 22:00 – 05:00
15 seconds	E942.90	E1,723.50	E1,295.40
20 seconds	E1,257.20	E2,298.00	E1,727.20
30 seconds	E1,885.80	E3,447.00	E2,590.80
45 seconds	E2,828.70	E5,170.50	E3,886.20



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4,001 – 8,000 Spots Rate Card

Maximum volume discount providing the lowest per-second rates available for large-scale advertising campaigns.

Duration	Before Prime 05:00 – 18:00	Prime Time 18:00 – 22:00	After Time 22:00 – 05:00
15 seconds	E867.90	E1,648.50	E1,220.40
20 seconds	E1,157.20	E2,198.00	E1,627.20
30 seconds	E1,735.80	E3,297.00	E2,440.80
45 seconds	E2,603.70	E4,945.50	E3,661.20



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Squeeze Back Advertising

Squeeze back spots are available in 10-second durations across all volume tiers. These shorter spots provide cost-effective options for supplementary advertising.

500 – 1,500 Spots

E4,643.60 per 10-second spot

1,501 – 3,000 Spots

E4,343.60 per 10-second spot

3,001 – 4,000 Spots

E4,043.60 per 10-second spot

4,001 – 8,000 Spots

E3,743.60 per 10-second spot



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Channel Overview

Our three-channel network provides comprehensive coverage throughout the day, allowing advertisers to target specific audiences during optimal time slots.

	Channel C – Daytime 05:00 – 18:00 General programming and daytime audience		Channel A – Prime Time 18:00 – 22:00 Highest viewership and premium rates		Channel B – After Hours 22:00 – 05:00 Night programming and extended coverage
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 Elevate Your Brand!
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