



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.



Spot Advert Rate Per Second (R/S)

Our competitive advertising rates are structured to meet the needs of both corporate businesses and small to medium-sized enterprises (SME's). Choose the time slot that aligns with your target audience and maximize your advertising impact.

CORPORATE BUSINESS

PRIME OF PRIME: E54.66 per second

PRIME TIME: E27.33 per second

OFF PRIME: E17.56 per second

AFTER 21:00: E21.97 per second

SMALL AND MEDIUM-SIZED ENTERPRISES (SME's)

PRIME OF PRIME: E13.66 per second

PRIME TIME: E8.78 per second

OFF PRIME: E11.09 per second

 Contact your Sales Executives for more information: 2416 9600
T & Cs Apply



Cost Per Production

Professional production services available to bring your advertising vision to life. From in-house studio work to comprehensive full-scale productions, we deliver quality content that captures your brand's essence and engages your audience effectively.

01

IN HOUSE PRODUCTION

E2,060.00

Complete production at our studio facilities

02

PER LOCATION PRODUCTION (Commercials)

E4,120.00

On-site production at your chosen location

03

POSTER (SOCIAL MEDIA)

FREE

Basic poster included

04

FULL PRODUCTION

FEE SUBJECT TO SCRIPT

Complete production tailored to your needs



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KUSILE BREAKFAST SHOW RATES

Start your day with premium advertising opportunities on our flagship morning show. Engage with viewers during peak breakfast hours and build meaningful connections with your target audience through interviews, weather updates, and scrolling messages.

KBS Interview (10 Min)

E7,444.00

Corporate

*PLUS ONE (1) FREE SOCILA MEDIA POSTER

KBS Interview (10 Min)

E3,722.00

SME

*PLUS ONE (1) FREE SOCIAL MEDIA POSTER

Weather Updates

MONTHLY: E38,183.00

DAILY: E1,272.77

Scrolling Message (2 Min)

E549.00

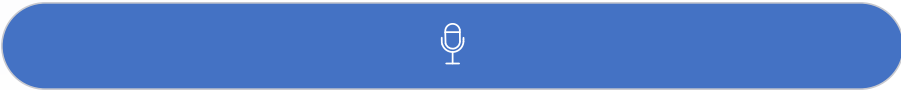
*SCROLLING MESSAGE DURING LIVE BROADCAST

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Daily Commercial Packages

Maximize your brand visibility with our comprehensive daily commercial packages. From infomercials to studio branding, we offer diverse formats to keep your brand top-of-mind throughout the broadcast day.



INFOMERCIAL (5 Minutes)
E4,000.00 Each / MIN 4 Spots
PRODUCTION INCLUSIVE



NEWS BREAK COMMERCIAL (30 Seconds)
PRIME OF PRIME: E1,639.80



SQUEEZE BACK (10 SECONDS)
E1,099.00



LOWER-THIRD (15 SECONDS)
E1,099.00



OPENING & CLOSING BILLBOARD (15 Seconds)
E1,099.00



CORNER LOGO
Pricing available upon request
E1,099.00



PRODUCT PLACEMENT
Strategic product placement during popular segments for maximum reach.
E1,099.00



STUDIO BRANDING
Visible branding opportunities within the studio set and background elements.
E1,099.00



COUNT DOWN (24HRS)
Countdown visibility 24hrs for heightened audience anticipation.
E2,400.00



CLOCK SPONSORSHIP (15 Seconds)
Pre-show clock visibility for heightened audience anticipation.
E662.00

PRE-RECORDED PROGRAMMES

Invest in meaningful content that resonates with your audience. Our pre-recorded programme options include developmental content produced by ESTVA and flexible sponsorship opportunities. Whether you need 30 or 60 minutes, we provide platforms that align with your brand values and messaging strategy.

DEVELOPMENTAL PROGRAMME (Produced by: ESTVA) 30 MINUTES E9,250.00	DEVELOPMENTAL PROGRAMME (Produced by: ESTVA) 60 MINUTES E15,000.00
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SPONSORSHIPS / AIR TIME 30 MINUTES E4,625.00	SPONSORSHIPS / AIR TIME 60 MINUTES E9,250.00
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Sponsorship Benefits & Live Programmes

Elevate your brand presence with comprehensive sponsorship packages and live programming options. From in-studio productions to on-location transmissions and digital streaming, we deliver multi-platform exposure that extends your reach beyond traditional television.

SPONSORSHIP BENEFITS

1

30 MINUTE SPONSORSHIP

Added Value

- Opening Billboard
- Closing Billboard
- Spot Adverts (2 × 30 seconds)
- Squeeze Back (10 seconds)
- Corner Key Logo

2

60 MINUTE SPONSORSHIP

Added Value

- Opening Billboard
- Closing Billboard
- Spot Adverts (4 × 30 seconds)
- Squeeze Back (2 × 10 seconds)
- Corner Key Logo

LIVE PROGRAMMES

1

IN STUDIO PROGRAMME

60 MINUTES

E9,250.00

2

ON LOCATION TRANSMISSION

60 MINUTES

E15,500.00

3

LIVE STREAMING DIGITAL PLATFORM

60 MINUTES: E15,500.00

SHARED LINK (60 MINUTES)

TELEVISION:
E15,500.00

DIGITAL PLATFORMS:
E5,500.00

4

DOCUMENTARY

To Be Charged on Scope Of Work

Churches & Special Broadcasts

CHURCHES

PROGRAMME 30 MINUTES

E1,150.00

*MIN 13 EPISODES

PROGRAMME 60 MINUTES

E2,745.00

*MIN 13 EPISODES

SPECIAL BROADCAST / COVERAGE / SOCCER

E88,726.89

Comprehensive package includes:

- Opening & Closing Billboard
- Promo Sport Ad (7 × 30 seconds)
- Corner Key Logo
- Promo Poster (Socials)
- Sport Ad (6 × 30 seconds)
- 7 Days Countdown
- Squeeze Back (3 × 10 seconds)
- Live Interview KBS (10 minutes)
- Scrolling Messages (9 × 2 minutes)
- Day of Broadcast
- Live Interview
- Streaming in our socials

ESWATINI TV RATE CARD 2026/2027

SME's, Churches and NGO's Spot Advert

Flexible pricing structures designed specifically for small and medium enterprises, churches, and non-governmental organizations. Our three-channel system ensures your message reaches viewers at optimal times throughout the broadcast day.

SPOT DURATION (SECONDS)	CHANNEL C UP TO 18:00HRS	CHANNEL A 18:00 – 22:00 HRS	CHANNEL B 22:00 HRS - CLOSE
Rate / Sec	8.78	13.66	11.09
15	131.70	204.90	166.35
20	175.60	273.20	221.80
25	219.50	341.50	277.25
30	263.40	409.80	332.70
35	307.30	478.10	388.15
40	351.20	546.40	443.60
45	395.10	614.70	499.05
50	439.00	683.00	554.50
55	482.90	751.30	609.95
60	526.80	819.60	665.40

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Corporate Companies

Premium advertising rates structured for corporate entities seeking maximum impact during prime viewing hours. Our tiered pricing model across three channels provides strategic flexibility to optimize your advertising investment and reach key decision-makers when they're most engaged.

SPOT DURATION (SECONDS)	CHANNEL C UP TO 18:00HRS	CHANNEL A 18:00 – 22:00 HRS	CHANNEL B 22:00 HRS - CLOSE
Rate / sec	17.56	27.33	21.97
15	263.40	409.95	329.55
20	351.20	546.60	439.40
25	439.00	683.25	549.25
30	526.00	819.90	659.10
35	614.60	956.55	768.95
40	702.40	1,093.20	878.80
45	790.20	1,229.85	988.65
50	878.00	1 366.50	1 098.50
55	965.80	1 503.15	1 208.35
60	1 053.60	1 639.80	1 318.20



Elevate Your Brand!

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