



ON AIR

COMPANY PROFILE



East Africa Radio
Advertising Service

The Power of Radio



EXPERIENCE
The Power of
RADIO

Who We Are

EARS is a radio aggregator. We bundle local radios into packages creating the biggest radio station in Uganda.

Our affordable packages are designed with the highest reach at both national and sub-regional levels ensuring inclusiveness and diversity at the best available CPM (cost per thousand listeners) compared to any single station price.

We compliment your campaign with our services which include content development, audio production and translation, distribution across partner radio stations, compliance and monitoring as well single-radio-station media buying add-ons.



Why EARS?

“Ours is innovation and new thinking which exploits data to your advantage. Through our team of experts and deep knowledge of the radio industry in Uganda, we strive for an industry where reach and representation are the key performance indicators used by advertisers in decision making.”

Alexander Sempf, Managing Director

We have therefore designed packages with the highest reach at both national and sub-regional levels ensuring inclusiveness and diversity at the best available CPM (cost per thousand listeners) compared to any single station price.

All our Packages reflect:

Reach



Representation



CPM



Why Radio ?



300 Radio
Stations

30 Million
Daily
Listeners

70% of Ugandans

GET Information, News, Announcements,
and Entertainment
ON THE MOST USED MEDIUM



Our Value Proposition

When you work with us, we bring you the following benefits to all your campaigns:



**Audio Production
and Translation**



**Compliance and
Monitoring**



**Efficiency and
Effectiveness**



**Use of Data to
make Decisions**



**Talk Show
Cordination**



Efficiency and Effectiveness

Dealing with more than one radio station can be challenging. From determining reach, programming, negotiation of costs, booking and placement of ads - this can be time consuming. We therefore save you time trying to compare reach, prices, location and language of broadcast coming up with instant customised offers for you. Work with us under one LPO and INVOICE.



Audio Production and Translation

Uganda is a multi ethnic country where if an advertiser was to ensure message fidelity on a national scale, they must have messages developed in multiple languages. Our team of creative and language translators ensure that they deliver a perfect script, master the production for your spot, mention, live or podcast.



Compliance and Monitoring

We save you the hassle of ensuring that your message is aired as and when you want it by deploying third parties as well as conducting in-house real time monitoring. We keep you abreast on the progress of your campaign which allows you to make adjustments anytime. Our end of campaign reports provide you with qualitative and summarised infographics to inform future decision making processes.



Talk Show Coordination:

We seamlessly coordinate your talk shows across the entire country ensuring that your team and the radio station are in sync regarding the time, talking points and mode of dialogue.

We ensure that the radio stations promote the show in advance, are up to date with the talking points and provide ample time for feedback collection from the listeners. At the end of the campaign, we provide you with a comprehensive report which entails a summary of text extracts from the audio recording, which we also submit to you in your most preferred format.



Use of Data to make Decisions

We Use The National Audience Measurement
Survey Reports To Develop The Packages.



EARS-UG Packages

Introducing EARS-UG packages with the right reach and representation everywhere in Uganda. Our packages are unique and budget friendly compared to purchasing single stations.

How our packages are developed...



01



Relying on the National Audience
Measurement Survey (NAMS, 2022)



02



We created
The BIGGEST RADIO STATION
EARS UG NATIONAL PACKAGE
(Virtual Radio Station)



8,187,967
Listeners



CPM: 82



SUB-REGIONAL
PACKAGES

Each of our virtual sub region radio stations
consists of the highest reach and best CPM –
compared to single station price.

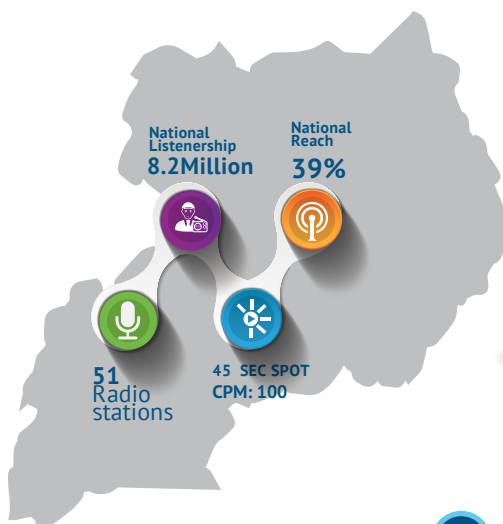
EARS-UG NATIONAL PACKAGE



Discount
28%

SINGLE STATION PRICE
~~UGX 931,000~~

EARS NATIONAL PACKAGE PRICE
UGX 671,413



Discount
32%

SINGLE STATION PRICE
~~UGX 1,202,000~~

EARS NATIONAL PACKAGE PRICE
UGX 818,797



Switch

to the biggest radio station in Uganda and instantly connect with 40% of radio listeners across the country. Radio Stations in this package are selected across the different regions in the country which therefore means that we give you the highest reach and representation across the country - compared to any other single radio station - at the best CPM (cost per thousand listeners).

Get the best value for money with our unmatched offer starting from UGX 671,413/=

Benefits of the National Package

- Use different languages to reach the different population dynamics
- Address geographical and topography barriers
- 51 exposures across the country

EARS-UG SUB-REGIONAL PACKAGES



Discount
29%

SINGLE STATION PRICE

~~UGX 931,000~~

Focused on reach and representation, we bring you the right audiences for your campaigns. We are the leading radio station in every sub region

Benefits

- Use different languages to reach the different population dynamics
- Address geographical and topography barriers



Discount
32%

SINGLE STATION PRICE

~~UGX 1,202,000~~

EARS-UG SUB-REGIONAL PACKAGES

EARS-UG KIGEZI SUB-REGION PACKAGE

30 Sec Spot

Package Listenership	299,324
CPM	50
Radio Stations	03

Unit Cost 30 Sec Spot
UGX **14,966**

EARS-UG KIGEZI SUB-REGION PACKAGE

45 Sec Spot

Package Listenership	299,324
CPM	65
Radio Stations	03

Unit Cost 45 Sec Spot
UGX **19,456**

EARS-UG ANKOLE SUB-REGION PACKAGE

30 Sec Spot

Package Listenership	569,756
CPM	60
Radio Stations	04

Unit Cost 30 Sec Spot
UGX **34,185**

EARS-UG ANKOLE SUB-REGION PACKAGE

45 Sec Spot

Package Listenership	586,961
CPM	100
Radio Stations	04

Unit Cost 45 Sec Spot
UGX **56,215**

EARS-UG TOORO SUB-REGION PACKAGE

30 Sec Spot

Package Listenership	366,274
CPM	60
Radio Stations	03

Unit Cost 30 Sec Spot
UGX **21,976**

EARS-UG TOORO SUB-REGION PACKAGE

45 Sec Spot

Package Listenership	366,274
CPM	70
Radio Stations	03

Unit Cost 45 Sec Spot
UGX **25,639**

EARS-UG BUNYORO SUB-REGION PACKAGE

30 Sec Spot

Package Listenership	286,472
CPM	70
Radio Stations	03

Unit Cost 30 Sec Spot
UGX **20,053**

EARS-UG BUNYORO SUB-REGION PACKAGE

45 Sec Spot

Package Listenership	286,472
CPM	83
Radio Stations	03

Unit Cost 45 Sec Spot
UGX **23,777**

EARS-UG WEST NILE SUB-REGION PACKAGE

30 Sec Spot

Package Listenership	461,756
CPM	60
Radio Stations	03

Unit Cost 30 Sec Spot
UGX **27,705**

EARS-UG WEST NILE SUB-REGION PACKAGE

45 Sec Spot

Package Listenership	461,756
CPM	79
Radio Stations	03

Unit Cost 45 Sec Spot
UGX **36,479**

EARS-UG ACHOLI SUB-REGION PACKAGE

30 Sec Spot

Package Listenership	263,477
CPM	76
Radio Stations	03

Unit Cost 30 Sec Spot
UGX **20,024**

EARS-UG ACHOLI SUB-REGION PACKAGE

45 Sec Spot

Package Listenership	263,477
CPM	100
Radio Stations	03

Unit Cost 45 Sec Spot
UGX **26,348**

EARS-UG LANGO SUB-REGION PACKAGE

30 Sec Spot

Package Listenership	375,114
CPM	45
Radio Stations	04

Unit Cost 30 Sec Spot
UGX **16,880**

EARS-UG LANGO SUB-REGION PACKAGE

45 Sec Spot

Package Listenership	375,114
CPM	55
Radio Stations	04

Unit Cost 45 Sec Spot
UGX **20,631**

EARS-UG KARAMOJA SUB-REGION PACKAGE

30 Sec Spot

Package Listenership	117,760
CPM	96
Radio Stations	02

Unit Cost 30 Sec Spot
UGX **11,305**

EARS-UG KARAMOJA SUB-REGION PACKAGE

45 Sec Spot

Package Listenership	117,760
CPM	160
Radio Stations	02

Unit Cost 45 Sec Spot
UGX **18,842**

EARS-UG TESO SUB-REGION PACKAGE

30 Sec Spot

Package Listenership	233,219
CPM	85
Radio Stations	04

Unit Cost 30 Sec Spot
UGX **19,824**

EARS-UG TESO SUB-REGION PACKAGE

45 Sec Spot

Package Listenership	233,219
CPM	100
Radio Stations	04

Unit Cost 45 Sec Spot
UGX **23,322**

EARS-UG BUGISU SUB-REGION PACKAGE

30 Sec Spot

Package Listenership	135,303
CPM	111
Radio Stations	03

Unit Cost 30 Sec Spot
UGX **15,019**

EARS-UG BUGISU SUB-REGION PACKAGE

45 Sec Spot

Package Listenership	135,303
CPM	120
Radio Stations	03

Unit Cost 45 Sec Spot
UGX **16,236**

EARS-UG BUKEDI SUB-REGION PACKAGE

30 Sec Spot

Package Listenership	335,073
CPM	50
Radio Stations	03

Unit Cost 30 Sec Spot
UGX **16,754**

EARS-UG BUKEDI SUB-REGION PACKAGE

45 Sec Spot

Package Listenership	335,073
CPM	60
Radio Stations	03

Unit Cost 45 Sec Spot
UGX **20,104**

EARS-UG BUSOGA SUB-REGION PACKAGE

30 Sec Spot

Package Listenership	387,315
CPM	52
Radio Stations	03

Unit Cost 30 Sec Spot
UGX **20,140**

EARS-UG BUSOGA SUB-REGION PACKAGE

45 Sec Spot

Package Listenership	387,315
CPM	57
Radio Stations	03

Unit Cost 45 Sec Spot
UGX **22,077**

EARS-UG CENTRAL REGION SUB-REGION PACKAGE				
30 Sec Spot	Package Listenership	1,852,955	Unit Cost 30 Sec Spot UGX	222,355
	CPM	120		
	Radio Stations	20		

EARS-UG CENTRAL REGIO SUB-REGION PACKAGE				
45 Sec Spot	Package Listenership	1,852,955	Unit Cost 45 Sec Spot UGX	333,532
	CPM	180		
	Radio Stations	20		

• **Source:** National Audience Survey, NAMS, 2022. • **All prices are exclusive of VAT**



Do you appreciate the value for data and the 3 KPI of Reach, representation and CPM?

CONTACT US

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