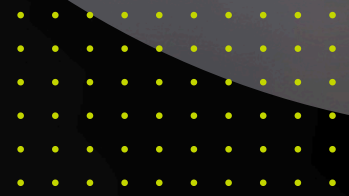
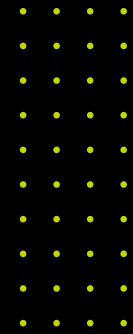


# HiT 915 radio

## *RATES SHEET 2025*



# THE MINISTRY OF THE FUTURE.

We fondly refer to HITradio 915 as 'HITradio 915 - Your Connection to the Future'. Our target audience reaches trendy younger adults (and adults who feel young) aged 18 to 45. The audience is diverse and modern, with an early-adopter mindset and an interest in the latest gadgets and developments. The HITradio 915 listener is seen as the future minister, CEO, and top executive. Once engaged with this audience, they are likely to remain loyal for life.



**HiT** 915  
radio



# **BUSY BUSY BUSY.**

The HiT radio 915 listener is always on the go. Whether it's hard studying, building a career, or hard relaxing, their interests are above average when it comes to luxury items, clothing, cosmetics, and jewelry. Even though their monthly disposable income is lower than other demographics, their willingness to spend is much higher. This audience is more prone to impulse purchases, like snagging the perfect last-minute Black Friday special!



**HiT**  
radio **915**

# ***HOLA! MI TA PAPIA HULANDES VERY GOOD.***

The HiTradio 915 listener is a global citizen and is deeply embedded in the Curaçaoan society. They could be from the island, the Netherlands, or elsewhere in the region. Today's trendy youth effortlessly switch between languages. We reflect this on the radio too. Our jingles speak the language of the audience. The music we play also mirrors this. We don't dictate what the audience 'should' like; we play what's HOT based on online streaming data within our target demographic.



**HiT**  
radio **915**



# ***(DON'T) SHOOT THE MESSENGER!***

As the 'best friend on the go,' we can certainly make an impact with our listener. Connect your brand with ours and ride on this unique position of HiT radio 915. We stand up for our audience, and they feel it. Let us tell your message, bet it will hit home!



**HiT**  
radio **915**



# KOSTEN

Need a new commercial or is your old one in need of a refresh? We have a creative team ready to help write and produce an engaging and suitable spot. We use professional voice-overs for production. The cost for spot production is a one-time fee of NAF 350, excluding VAT, for a spot up to 45 seconds with one Dutch voice-over.

Prime Time = on weekdays between 6:00 AM and 9:00 AM, 12:00 PM and 2:00 PM, & 4:00 PM - 7:00 PM.

A-time = on weekdays between 9:00 AM and 12:00 PM, 2:00 PM & 4:00 PM.

Random = scheduling based on availability, can be a mix of Prime Time and A-time.

	Prime time	A-time	Random	Weekend
Per second	NAF 0,92	NAF 0,53	NAF 0,70	NAF 0,66

**Get up to 30% off!**

The longer your campaign lasts, the bigger the discount. With a 12-month campaign, you even get a 30% discount on all media placements!

**HiT**  
radio **915**

# CALCULATION EXAMPLE

The following packages are per month based on 21 working days per month, excluding 6% VAT and excluding spots production.

## Example packages

1X PRIME TIME + 1X A-TIME + 1X WEEKEND	
10 sec	NAF 454,17
20 sec	NAF 908,33
30 sec	NAF 1.362,50

2X PRIME TIME + 1X A-TIME + 3X WEEKEND	
10 sec	NAF 824,61
20 sec	NAF 1949,21
30 sec	NAF 2473,82

# OTHER SERVICES

## **Interview**

One-time interview posted online NAF 250,-

## **Give away online**

One-time Instagram post & story NAF 250,-

## **Videoproduction**

One-time, including cameraman, editing, and placement on our Instagram channel NAF 750,-

## **Cross mediale campagne**

Two weeks of on-air and online promotion NAF 500,-

## **Spelelement HITradio 915**

HITradio 915 offers regular game shows. Ask for the rate card.

## **Instore radio**

With a HITradio stream, you have your own music and ads in your business.  
Price upon request.

## **Sponsoring muziekblokken**

We offer the opportunity to sponsor programs or music blocks. Starting price: NAF 600 per month.



# GET IN TOUCH

Interested in advertising with HITradio 915?  
Contact us! We would be happy to advise you on the possibilities



## CONTACT

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**HiT**  
radio **915**