



SOWETO TV

RATECARD-2017



SOWETO TV

Broadcasts Monday to Sunday on DStv Channel 251 & Free to Air

The Channel reserves the right to make programming changes

The average spot rate on Soweto TV is R 4 500

CHANNEL	TIME BANDS	SEGMENTS	30" RATE
SOWETO TV 251	00H00 - 17H00	ALL DAY OFF PEAK	R3 000
	17H00 - 23H00	PRIME TIME	R6 000
	23H00 - 24H00	LATE NIGHT OFF PEAK	R3 000



TERMS AND CONDITIONS

1. All advertising spots longer or shorter than 30" will be charged pro-rata.
2. Advertising spots bought in specific programmes will carry a 20% loading.
3. The channel reserves the right to alter programming.
4. All rates are NET and exclude VAT.
5. The channel will not be held responsible for any circumstances beyond their control.
6. Upfront payment may be required subject to credit policy.
7. Proof of payment must be e-mailed, no less than 5 working days prior to first broadcast.
8. E & OE – Standard errors & omissions.

NEW FTP Address and Material format

For Soweto TV - Commercials:

- Soweto TV FTP - Address: [ftp.mediamove.co.za](ftp://ftp.mediamove.co.za)
 - Username: sowetotv
 - Password: S0w3t0TV2016
- or
- The Urban Brew FTP (Media Host) - Address: [ftp.mediahost.co.za](ftp://ftp.mediahost.co.za)
 - Username: urbanbrew
 - Password: Urb@N1092

SD Format:

- QuickTime .mov
- Apple Pro Res 422LT
- DV PAL 25 fps
- Audio 48KHZ
- Standard Definition video (SD)
- Aspect Ratio – 16:9 (anamorphic)

HD Format:

- We also accept HD 1080 (High Definition)
- (16:9 Full HD - 1920 x 1080)

Compression Options:

- H.264 - 25 frames per second
- .mov

Physical Address:

- Soweto TV
- 1st Floor, Blackchain Centre
- Corner Chris Hani Road & Patrick Street
- Diepkloof
- Zone 6
- Soweto

Material Delivery Contact:

- Themba Mogale
- themba@sowetotv.co.za
- 011 933 3000

Material deadline: 7 working days prior to first lighting

TERMS AND CONDITIONS

1. The Total Due includes the flighting of material according to the signed off booking schedule.
2. Payment shall be made by the advertiser strictly no later than the date agreed upon.
3. Should payment not be made as per the stipulated terms and conditions, then the outstanding amount shall carry interest at 16% per annum, calculated as from the due date until date of payment being received.
4. Should the advertiser fail to comply with its payment obligations in terms hereof, then Tiso Blackstar shall be entitled to instruct its attorneys to collect the outstanding amount, plus interest as per '3' above, as well as levy a 20% penalty charge, based on the gross outstanding amount due by the advertiser. The advertiser shall be responsible for all fees, including but not limited to, legal fees incurred by Tiso Blackstar in having to pursue any outstanding amounts due by the advertiser.
5. Tiso Blackstar reserves the right perpetually to at any time cancel or discontinue the flighting of any advertisement, without having to give notice or reasons to the advertiser. In such instance, Tiso Blackstar undertakes to refund to the advertiser any monies due back to the advertiser, calculated on the basis of those adverts which have been paid for, but for which the flighting of those adverts has been cancelled. Payment which has already been received for adverts that have been flighted shall not be refunded under any circumstance whatsoever. Should payment still be due on adverts which have already been flighted, and then any subsequent advert flightings are cancelled by Tiso Blackstar, the advertiser shall still remain fully liable for payment on all the adverts that have actually been flighted up until the point of discontinuation.
6. The advertiser warrants that all advertising material is of broadcast quality; that it does not infringe on any legally or morally recognised rights whatsoever; that all necessary clearances and permissions pertaining to what is contained in the material has been obtained; the advertiser warrants that only itself and NOT Tiso Blackstar, Soweto TV or any of its duly-appointed representatives, may be held liable or responsible for any complaints or claims against or arising from the advertising material that is flighted.
7. The advertiser is solely responsible for and owns the material which is flighted.
8. Cancellation is subject to written notice at least one month prior to the first flighting date. (unless otherwise agreed to by Tiso Blackstar) Tiso Blackstar reserves all of its rights under the terms and conditions stipulated, and the advertiser warrants its full and due performance as per these terms and conditions.
9. Durations other than **30"** can be calculated using the rate calculator below:

BROADCASTS 27/7											
5"	10"	15"	20"	25"	30"	35"	40"	45"	50"	55"	60"
50%	60%	70%	80%	90%	100%	117%	133%	150%	167%	183%	200%
R1 500	R1 800	R2 100	R2 400	R2 700	R3 000	R3 500	R4 000	R4 500	R5 000	R5 500	R6 000
R3 000	R3 600	R4 200	R4 800	R5 400	R6 000	R7 000	R8 000	R9 000	R10 000	R11 000	R12 000



TV SALES CONTACTS

GM: Sales	Michelle Arnold	011 280 5514	082 326 6808	arnoldm@bdtv.co.za
Sales Executive	Antoinette van Wyk	011 280 5726	083 258 1918	vanwyka@bdtv.co.za
Sales Executive	Lee-Ann Harling	011 340 9381	082 738 7318	lee@bdtv.co.za
Sales Executive	Adéle Rhodes	011 280 3483	082 456 3317	adeler@bdtv.co.za
Sales Executive	Palesa Sesiko	011 340 9371	073 168 3620	sesikop@bdtv.co.za
Sales Executive	Themba Motaung	011 340 9515	073 203 5417	motaungt@bdtv.co.za
Sales Executive	Brenda Stanley	011 340 9370	082 557 5303	stanleyb@bdtv.co.za
Western Cape Sponsorship and Advertising Sales	Kim Penman	021 488 1813	083 733 5187	penmank@bdtv.co.za
TV Sales Co-Ordinator	Kgotso Modisane	011 340 9383	074 423 9885	kgotso@bdtv.co.za
TV Sales Co-Ordinator	Rolette Naidoo	011 280 5822	078 053 7216	naidoor@tisoblackstar.co.za