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RATECARD-2017

## THE HOME CHANNEL

Broadcasts 24/7 on DStv Channel 176

The Channel reserves the right to make programming changes

The average spot rate on The Home Channel is R5 000

CHANNEL	TIME BANDS	SEGMENTS	30" RATE
The Home Channel 176	<b>MONDAY TO FRIDAY</b>		
	08H00 - 12H00	MORNING	R3 500
	12H00 - 15H00	MIDDAY	R4 000
	15H00 - 18H00	PREMIUM (SHOULDER TIME)	R5 000
	18H00 - 22H00	PRIME TIME	R6 000
	22H00 - 24H00	PREMIUM (SHOULDER TIME)	R5 000
	<b>SATURDAY &amp; SUNDAY</b>		
	07H00 - 09H00	EARLY MORNING	R3 500
	09H00 - 12H00	MID MORNING	R5 000
	12H00 - 18H00	PRIME	R6 000
	18H00 - 24H00	PREMIUM (SHOULDER TIME)	R5 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. A 50% cancellation fee will apply within 5 working days of flighting.
6. Please note that a 100% cancellation fee will apply if the TV plan is cancelled after the campaign has already started.
7. The channel will not be held responsible for any circumstances beyond their control.
8. Upfront payment may be required subject to credit policy.
9. Proof of payment must be e-mailed, no less than 5 working days prior to first broadcast.
10. E & OE – Standard errors & omissions.

## NEW FTP Address and Material format

### For All Channels - Commercials:

- Host Address: ftp2.avusa.co.za
- Username: summit
- Password: summittv

### Directory:

- Commercials

### 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:

- Tiso Blackstar Group
- Hill on Empire
- 16 Empire Road
- Parktown

### Material Delivery Contact:

- Rolette Naidoo
- NaidooR@tisoblackstar.co.za
- 011 280 5822
- 078 053 7216

**Material deadline: 5 working days prior to first flighting**

## TV SALES CONTACTS

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