



IGNITION  
DStv CHANNEL 189

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RATECARD-2017

## IGNITION

Broadcasts 24/7 on DStv Channel 189

The Channel reserves the right to make programming changes

The average spot on IGNITION is R3 750

CHANNEL	TIME BANDS	SEGMENTS	30" RATE
IGNITION 189	<b>SATURDAY</b>		
	24H00 - 08H00	EARLY MORNING OFF PEAK	R3 000
	08H00 - 24H00	ALL DAY WEEKEND PRIME	R4 500
	<b>SUNDAY</b>		
	24H00 - 06H00	EARLY MORNING OFF PEAK	R3 000
	06H00 - 24H00	ALL DAY WEEKEND PRIME	R4 500
	<b>MONDAY TO FRIDAY</b>		
	24H00 - 18H00	ALL DAY OFF PEAK	R3 000
	18H00 - 23H00	PRIME TIME	R4 500
	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. 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>	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



## **ANNOUNCEMENT!**

Any advertisements placed by agencies in Times Media titles from 1 May 2016 will attract new early settlement discounts, the Times Media Group has announced. "Apart from creating a model that supports the viability of our business, and that of our clients, we have been reviewing our structures. As such revised rates have been introduced for both accredited and non-accredited media agencies across all of Times Media's media platforms," said Trevor Ormerod, general manager of sales and marketing for the Group. Accredited media agencies will see their early settlement discount increase to 17% (up from 16.5%), provided settlement is on 45 days. An additional 0.25% increase will be effective for every 15 days of advance settlement. Settlement between 46-60 days will see early settlement discount unchanged at 15%.

There is no settlement discount after 61 days. Unaccredited media agencies will also see the early settlement discount being increased to 15.5% (up from 15%), provided settlement occurs on 30 days. Similarly a 0.25% increase will be effective for every 15 days of advance settlement. There is no settlement discount after 31 days. In both instances above, these new rates would apply only where there are no individually negotiated arrangements to the contrary, which is the case with a number of our clients. "Since we are all operating in difficult times, we believe any adjustments that reward agencies for timely payment are essential. We look forward to driving further mutual benefit between ourselves and media agencies, and assuring them of our on-going support of their businesses." Ormerod said in a statement.