

IGNITION
DStv CHANNEL 189



18

RATECARD-2018

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	SATURDAY		
	24H00 - 08H00	EARLY MORNING OFF PEAK	R3 000
	08H00 - 24H00	ALL DAY WEEKEND PRIME	R4 500
	SUNDAY		
	24H00 - 06H00	EARLY MORNING OFF PEAK	R3 000
	06H00 - 24H00	ALL DAY WEEKEND PRIME	R4 500
	MONDAY TO FRIDAY		
	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

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	Adèle Rhodes	011 280 3483	082 456 3317	adeler@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