

BUSINESS DAY TV

Broadcasts Monday to Sunday on DStv Channel 412

The Channel reserves the right to make programme changes

The average spot rate on Business Day TV is R4 500

CHANNEL	TIME BANDS	SEGMENTS	30" RATE
BUSINESS DAY TV 412	MONDAY TO FRIDAY		
	06H00 - 10H00	MORNING REPEATS	R3 500
	10H00 - 16H30	SHOULDER TIME	R3 500
	16H30 - 18H00	PREMIUM (SHOULDER TIME)	R4 000
	18H00 - 19H00	PRIME TIME	R5 500
	19H00 - 20H00		R6 500
	20H00 - 21H00		R5 500
	21H00 - 22H00	PREMIUM (SHOULDER TIME)	R4 000
	22H00 - 24H00	EVENING	R3 500
	SME ZONE SATURDAY & SUNDAY		
	MIDNIGHT FRIDAY TO SUNDAY	ALL WEEKEND	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