



2020

RATECARD

/IGNITION
DStv CHANNEL 189



ARENA
HOLDINGS



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. Subject to available inventory at time of booking.
6. A 50% cancellation fee will apply within 10 working days of flighting.
7. Please note that a 100% cancellation fee will apply if the TV plan is cancelled after the campaign has already started.
8. The channel will not be held responsible for any circumstances beyond their control.
9. Upfront payment may be required subject to credit policy.
10. Proof of payment must be e-mailed, no less than 5 working days prior to first broadcast.
11. E & OE – Standard errors & omissions.

NEW FTP Address and Material Format

Material delivery options:

1. FTP Details:

- Host Address: ftp2.avusa.co.za
 - Username: BlackstarTV
 - Password: TVCloud2018
 - Directory: Commercials

2. USB / Hard Drive

3. Web Transfer

- We can access most online transfer mechanisms, for example Dropbox, WeTransfer, etc.

4. Via Adstream

- Supply formatted as per various options on Adstream White Pages
 - Contact traffic.za@adstream.com for details

5. Format:

- Video Material: Television broadcast quality
- Standard Definition (SD)
 - QuickTime .mov
 - Apple ProRes 422 LT
 - PAL 25 fps
 - Audio 48KHZ
 - Standard Definition video (SD)
 - Aspect Ratio – 16:9 (anamorphic)
- High Definition (HD)
 - We also accept HD 1080 (High Definition)
 - 16:9 Full HD (1920 x 1080)

6. Compression Options:

- H.264 – 25 frames per second
- .mov

Physical Address:

- Arena Holdings
 - Hill on Empire
 - 16 Empire Road
 - Parktown

Contact:

- Rolette Naidoo
 - naidoor@arena.africa
 - 011 280 5822 or 078 053 7216
- Kgotso Modisane
 - Kgotso@arena.africa
 - 011 340 9383 or 074 423 9885

Material Deadlines:

- 5 working days prior to first flighting



TV SALES CONTACTS

GM: Sales	Michelle Arnold	011 280 5514	082 326 6808	arnoldm@arena.africa
Sales Executive	Claire Smith	011 340 9381	082 579 0894	claires@arena.africa
Sales Executive	Adèle Rhodes	011 280 3483	082 456 3317	adeler@arena.africa
Sales Executive	Themba Motaung	011 340 9515	073 203 5417	motaungt@arena.africa
Sales Executive	Brenda Stanley	011 340 9370	082 557 5303	stanleyb@arena.africa
Western Cape Sponsorship and Advertising Sales	Kim Penman	021 488 1813	083 733 5187	penmank@arena.africa
TV Sales Co-Ordinator	Kgotso Modisane	011 340 9383	074 423 9885	kgotso@arena.africa
TV Sales Co-Ordinator	Rolette Naidoo	011 280 5822	078 053 7216	naidoor@arena.africa