



2021

RATECARD

IGNITION
DSiv 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

Material Deadlines:

- 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 | Claire Smith | 011 340 9381 | 082 579 0894 | smithc@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 | | 083 733 5187 | penmank@bdtv.co.za |
| Sales Executive | Andre Stadler | 011 340 9383 | 082 326 6814 | astadler@bdtv.co.za |
| TV Sales Co-Ordinator | Rolette Naidoo | 011 280 5822 | 078 053 7216 | naidoor@bdtv.co.za |