



# 2021

RATECARD

  
thehomechannel

  
ARENA  
HOLDINGS



THE HOME CHANNEL			
Broadcasts 24/7 on DStv Channel 176			
The Channel reserves the right to make programming changes			
The average spot rate on The Home Channel is R5 000			
CHANNEL	TIME BANDS	SEGMENTS	30" RATE
The Home Channel 176	MONDAY TO FRIDAY		
	08H00 - 12H00	MORNING	R3 500
	12H00 - 15H00	MIDDAY	R4 000
	15H00 - 18H00	PREMIUM (SHOULDER TIME)	R5 000
	18H00 - 22H00	PRIME TIME	R6 000
	22H00 - 24H00	PREMIUM (SHOULDER TIME)	R5 000
	SATURDAY & SUNDAY		
	07H00 - 09H00	EARLY MORNING	R3 500
	09H00 - 12H00	MID MORNING	R5 000
	12H00 - 18H00	PRIME	R6 000
	18H00 - 24H00	PREMIUM (SHOULDER TIME)	R5 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

<b>GM: Sales</b>	Michelle Arnold	011 280 5514	082 326 6808	arnoldm@bdtv.co.za
<b>Sales Executive</b>	Claire Smith	011 340 9381	082 579 0894	smithc@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		083 733 5187	penmank@bdtv.co.za
<b>Sales Executive</b>	Andre Stadler	011 340 9383	082 326 6814	astadler@bdtv.co.za
<b>TV Sales Co-Ordinator</b>	Rolette Naidoo	011 280 5822	078 053 7216	naidoor@bdtv.co.za