



# IGNITION

DStv CHANNEL 189

# 2022

RATECARD

PROUD BRAND OF **ARENA** HOLDINGS

| <b>IGNITION</b>   |                         |                        |                 |
|---|-------------------------|------------------------|-----------------|
| <b>Broadcasts 24/7 on DStv Channel 189</b>                        |                         |                        |                 |
| <b>The Channel reserves the right to make programming changes</b> |                         |                        |                 |
| <b>The average spot on IGNITION is R3 750</b>                     |                         |                        |                 |
| <b>CHANNEL</b>  | <b>TIME BANDS</b>       | <b>SEGMENTS</b>        | <b>30" RATE</b> |
| IGNITION 189  | <b>SATURDAY</b>         |                        |                 |
|   | 24H00 - 08H00           | EARLY MORNING OFF PEAK | R3 000          |
|   | 08H00 - 24H00           | ALL DAY WEEKEND PRIME  | R4 500          |
|   | <b>SUNDAY</b>           |                        |                 |
|   | 24H00 - 06H00           | EARLY MORNING OFF PEAK | R3 000          |
|   | 06H00 - 24H00           | ALL DAY WEEKEND PRIME  | R4 500          |
|   | <b>MONDAY TO FRIDAY</b> |                        |                 |
|   | 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 10 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

### 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
- High Definition (**HD**)
  - 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 | 082 326 6808 | arnoldm@bdtv.co.za   |
| Sales Executive                                | Claire Smith    | 082 579 0894 | smithc@bdtv.co.za    |
| Sales Executive                                | Adèle Rhodes    | 082 456 3317 | adeler@bdtv.co.za    |
| Sales Executive                                | Themba Motaung  | 073 203 5417 | motaungt@bdtv.co.za  |
| Sales Executive                                | Brenda Stanley  | 082 557 5303 | stanleyb@bdtv.co.za  |
| Sales Executive                                | Andre Stadler   | 082 326 6814 | astadler@bdtv.co.za  |
| Western Cape Sponsorship and Advertising Sales | Kim Penman      | 083 733 5187 | penmank@bdtv.co.za   |
| TV Sales Co-Ordinator                          | Rolette Naidoo  | 078 053 7216 | naidoor@arena.africa |