



BusinessDay
TELEVISION

2022

RATECARD

PROUD BRAND OF **ARENA** HOLDINGS

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 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: summit
 - Password: summittv
 - 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

1860 x 820 PX





NVPROP 1598 8 0.50% JSE 13470 -378 -2.73% KUMBA 57 0.0822 LIB H
5M SA UNIVERSITIES NEED AN ADDITIONAL R19.7BN TO MEET INTERNATIONAL FUNDING BENCH 21.0130

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