



thehomechannel

DStv Channel 176

2022

RATECARD

PROUD BRAND OF **ARENA** HOLDINGS

<b>THE HOME CHANNEL</b>			
<b>Broadcasts 24/7 on DStv Channel 176</b>			
<b>The Channel reserves the right to make programming changes</b>			
<b>The average spot rate on The Home Channel is R5 000</b>			
<b>CHANNEL</b>	<b>TIME BANDS</b>	<b>SEGMENTS</b>	<b>30" RATE</b>
The Home Channel 176	<b>MONDAY TO FRIDAY</b>		
	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
	<b>SATURDAY &amp; SUNDAY</b>		
	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. 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)
  - 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	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