

The background image shows a modern, two-story house with a large, curved glass wall that opens up to a spacious outdoor patio. The patio is furnished with a large wooden sofa, a matching coffee table, and a wooden bench. A large tree trunk is visible on the left side of the frame. The house has a dark roof and a white exterior. The patio floor is made of dark wood planks. A white patio umbrella is closed and stands near the house. The overall atmosphere is bright and airy, with natural light streaming in from the glass wall and the surrounding greenery.

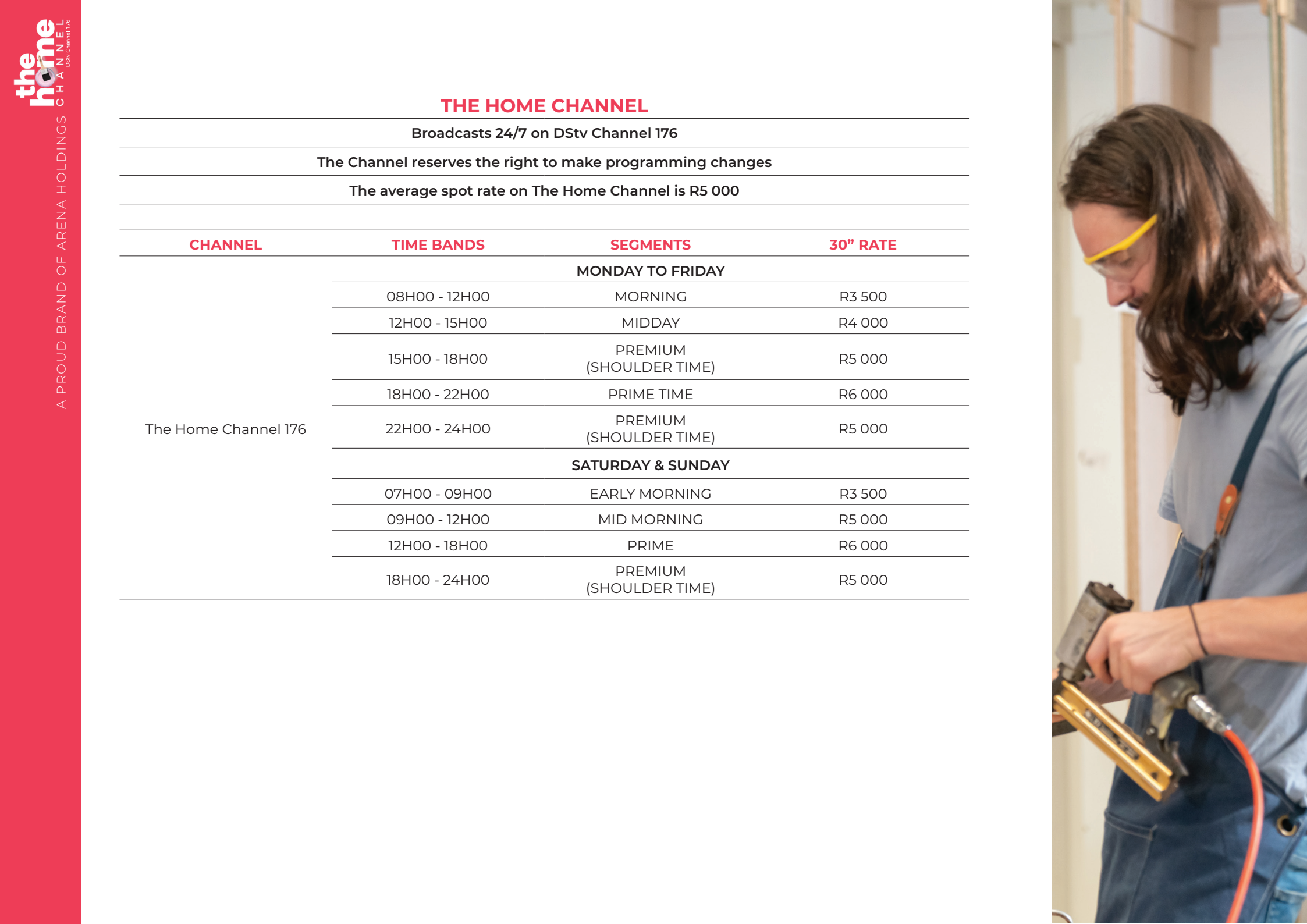
# the home CHANNEL

DStv Channel 176

# 2025

A PROUD BRAND OF 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 & 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. All schedules are subject to availability of airtime at the time of booking and broadcast.
4. The Broadcaster reserves the right to alter scheduled programming.
5. The content of all advertising messages is subject to the approval of the Broadcaster.
6. The Advertiser indemnifies the Broadcaster for damages resulting from any advertising material correctly aired or displayed by the Broadcaster.
7. Advertising only to be used to promote the products and services of the Advertiser and contract is non-transferable and/or assignable.
8. All prices shown are NET to Advertiser. All prices quoted exclude VAT and Agency Settlement Discount.
9. Advertiser is subject to the Broadcaster's standard policy for credit approval and management.
10. In the absence of credit approval, payment will be required monthly in advance.
11. Proof of payment must be e-mailed, no less than 10 working days prior to first broadcast.
12. A 50% cancellation fee will apply within 10 working days of flighting.
13. Please note that a 100% cancellation fee will apply if the TV plan is cancelled after the campaign has already started.
14. The channel will not be held responsible for any circumstances beyond their control.
15. E & OE – Standard errors & omissions.
16. STANDARD ARENA BROADCAST (PTY) LTD TERMS AND CONDITIONS APPLY, REFER TO WWW.TMADROOM.ARENA.AFRICA

## 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:

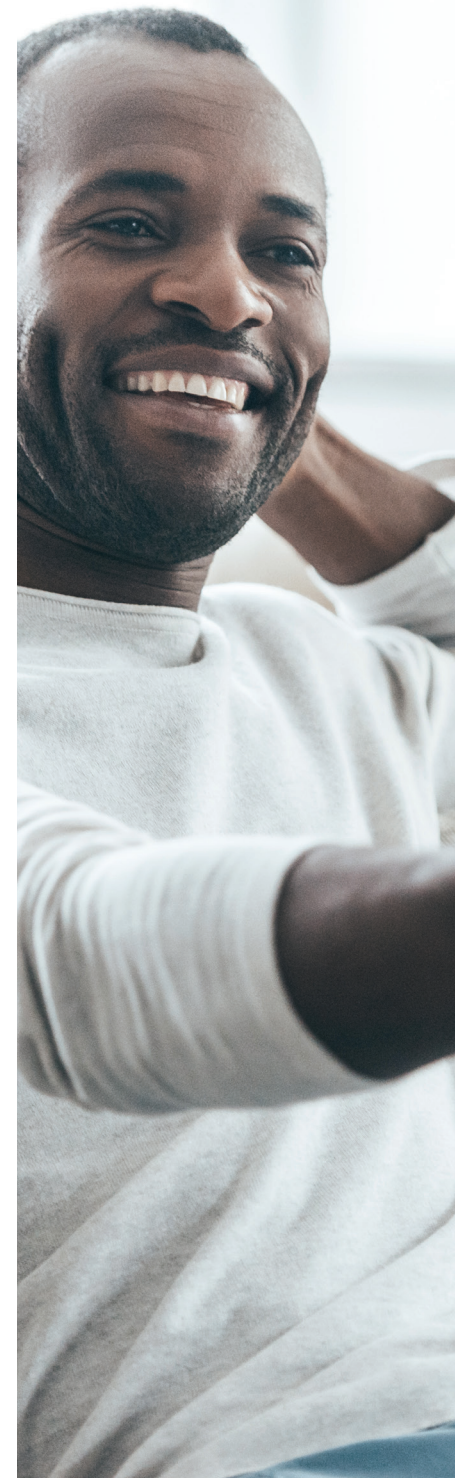
- Arena Holdings  
Hill on Empire  
16 Empire Road  
Parktown

### Contact:

- Rolette Naidoo  
naidoor@bdtv.co.za  
011 280 5822 or 078 053 7216

### Material Deadlines:

- 5 working days prior to first flighting



# TV SALES CONTACTS

Deputy Chief Sales Officer	Pierrette Spadoni	083 297 6501	spadonip@arena.africa
	PA Rotshidzwa Marcia Ntsieni	011 280 3433	ntsienir@arena.africa
Sales Executive	Claire Smith	082 579 0894	smithc@bdtv.co.za
Sales Executive	Ad�le Rhodes	082 456 3317	adeler@bdtv.co.za
Sales Executive	Themba Motaung	073 203 5417	motaungt@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

