

# BusinessDay

TELEVISION

# 2026

A PROUD OF ARENA HOLDINGS



## 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. 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 non-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

### Material Deadlines:

- 5 working days prior to first flighting

## 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

## BDTV TICKER AND GREY BOX Ref.

BDtv has a ticker and grey box running at the bottom of the screen 24hrs/day.  
Please make sure that all logos, subtitles and other graphics are placed above these two elements.





## BDTV SQUEEZE-BACK Ref.

### AUDIO:

- Audio must be loudness corrected with an allowable maximum True Peak of -12dBTP)
- Stereo tracks must carry sound in the A/B (Left/Right)
- The stereo programme must be delivered with 2 channels of audio



**TV SALES CONTACTS**

Commercial Director	Gary Alfonso	083 601 2007	alfonsog@arena.africa
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