



# IGNITION

*switched on to cars*

# 2026

A PROUD BRAND OF ARENA HOLDINGS

**IGNITION**

Broadcasts 24/7 on DStv Channel 189

The Channel reserves the right to make programming changes

The average spot on IGNITION is R3 750

<b>CHANNEL</b>	<b>TIME BANDS</b>	<b>SEGMENTS</b>	<b>30" RATE</b>
<b>SATURDAY</b>			
IGNITION 189	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

## TELMAR PACKAGES

Channel	Spot	Cost	Description	Start	End
IGNITION - 1 week package	60	R35 000	1 Week Package	01-Jan	31 - Mar
IGNITION - 2 week package	120	R57 960	2 Week Package	01-Jan	31 - Mar
Arena Combo (IGN, Home Channel+)	70	R35 000	1 Week Package	01-Jan	31 - Mar
Arena Combo (IGN, Home Channel+)	140	R60 400	2 Week Package	01-Jan	31 - Mar
Alcohol IGNITION - 1 week package	40	R26 000	1 Week Package	01-Jan	31 - Mar
Alcohol IGNITION - 2 week package	80	R48 000	2 Week Package	01-Jan	31 - Mar
Alcohol Combo Arena - 1 week package (Home Channel, Home Channel+ & IGN)	50	R25 500	1 Week Package	01-Jan	31 - Mar
Alcohol Combo Arena - 2 week package (Home Channel, Home Channel+ & IGN)	100	R48 590	2 Week Package	01-Jan	31 - Mar

## 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](http://WWW.TMADROOM.ARENA.AFRICA)

## NEW FTP Address and Material Format

### Material delivery options:

#### 1. FTP Details:

- Host Address: [ftp2.avusa.co.za](ftp://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](mailto: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

**TV SALES CONTACTS**

Commercial Director	Gary Alfonso	083 601 2007	alfonsog@arena.africa
Sales Executive	Adéle 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
Western Cape Sponsorship and Advertising Sales	Kim Penman	083 733 5187	penmank@bdtv.co.za