



www.intertalent.co.za

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DSTV, MNET AND SUPERSPORT PROMO RATES

1 April 2010 - 31 March 2011

DEFINITIONS	STANDARD PROMO	
	May flight for a maximum of 4 consecutive weeks (for additional flying please see extended runs on next page)	
	1	Promotes a specific event/programme on DSTV, MNet or SuperSport
	2	Promotes a generic time slot on the channel - be it sport, movies, etc.
	3	May mention the name of a sponsor if their name forms part of the event. EG: "Watch the Nedbank Golf Challenge" NOT "Brought to you by Nedbank"
		DSTV and MNet Channels - See Standard Commercial Voice Over Rates
		SUPERSPORT - See Sponsored SuperSport Promo Rates
	TAG	
	1	Recording of a day/month/channel CHANGE on a promo, et Wednesday, Tomorrow, Tonight, This Month, Next Month, This Week, Next Week, On Movie Magic.
	2	ONLY the change to be recorded - NOT the whole promo
	3	The original promo must be replace by the promo with the tag, eg: The promo with "This Month", may not flight at the same time as a promo with "This Week" if a tag rate has been paid
	4	MND/MNA Time Change - only time to be changed NOT whole promo re-recorded with "This Week" if a tag rate has been paid
	BRANDING/IMAGING PIECE	
	May flight for a maximum of 4 consecutive weeks (for additional flying please see extended runs on next page)	
	1	Previous and Current & Upcoming movies/sport etc programme/highlights on DSTV
	2	NOT date or time specific
	3	NOT any longer than 60"
	ADDITIONAL SCRIPT	
	A second promo recorded in the same session as a Standard Promo or Branding/Imaging Piece - all conditions of a standard promo apply	



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DEFINITIONS CONTIUED	SUPER SPORT SPONSORED PROMO	
	May flight for a maximum of 4 consecutive weeks (for additional flighting please see extended runs on next page)	
	1	Is a Super Sport promo giving date and time of an event/programme BUT has the name of the sponsor on the end of the promo eg:: Watch the Cricket on Sunday at 14h00 proudly brought to you by Toyota
	2	TAGS on SPONSORED PROMO to be paid at the TAG rate provided that they are recorded in the SAME session and are for the SAME sponsor as the promo AND that they meet the ALL the criteria of a TAG definition
	3	Each SEPARATE Sponsored Promo Script to be paid at a SPONSORED PROMO rate, 2nd read rates do not apply to Sponsored Promos even if they are for the same client
	4	Any STANDARD promo's recorded in the same session also to be treated separately, EG: 1 x Sponsored promo - sponsored promo rate to be paid PLUS 1 x Standard promo First read script to be paid, then any additional Standard promo script to be treated as additional scripts
	WATCH and WIN SPONSOR LINKED PROMO	
	May flight for a maximum of 4 consecutive weeks on ONE specific channel Encourages viewers to watch a specific episode or programme on that channel, answered a question on screen ad SMS their answer for a chance to win something (this is the sponsor link)	
	1	Each sponsored promo to be paid for separately
	2	Any STANDARD promo's recorded in the same session also to be treated separately, EG: 1 x Sponsored promo - sponsored promo rate to be paid PLUS 1 x Standard promo First read script to be paid, then any additional Standard promo script to be treated as additional scripts
	DISH MAGAZINE PROMO	
	1	Maximum of 45" in length
	2	Charged at standard promo rates.
	3	For recordings of longer duration please see "Subscriber & Dish Magazine Inserts"



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STANDARD PROMO OR BRANDING/IMAGING PIECE	Once Script/First Script	R 1,260.00
	PER Additional Script (in the same session as the first script)	R 385.00
	PER Tag (in the same session as the first script)	R 245.00

Use of NON sponsored Promo on the DSTV/MNet Website ONLY	No additional charge as long as the promo is used DURING the SAME time period as it is flighted on the channel - NO ACCEPTIONS	
	Should the promo be used in any other manner or an any other medium an additional R310 PER promo PER month becomes payable	

SUPER SPORT SPONSORED PROMO	PER promo PER script	R 1,440.00
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EXTENDED RUNS	Extended use of a standard promo	
	PER Month PER Promo	R 310.00

GENERIC/TECHNICAL PROMOS	Communication, generic, seasonal or new technical information eg:: Rain Fade, solar outage, time shift, TS6, software download, re-scan, channel launches, decoder features etc ...	
	Upto 3 months usage	R 1,535.00
	Upto 6 months usage	R 2,105.00
	Upto 12 months usage	R 2,860.00

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DSTV, M NET AND SUPERSPORT PROMO RATES

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WATCH AND WIN SPONSOR LINKED PROMOS	Recording PER promo PER script	R 1,450.00
	IF promo is flighted on ANY channel other than the one it was specifically recorded for	R 52 PER additional channel for the SAME consecutive 4 week period
	Use of the promo on Website	R310 PER promo for the SAME consecutive 4 week period

DSTV SUBSCRIBER COMPETITIONS SPECIAL OFFERS	PRODUCT COMPETITIONS OR PROMOTIONS FOR M NET/DSTV SUBSCRIBER	
	FOR A MAXIMUM OF 2 MONTHS USAGE	
eg FIZZ or GYSMM	R2100 for upto 2 recorded minutes, PLUS R850 if longer then 2 minutes.	
	2nd Read WITHOUT specific channel branding of IDENTICAL promo R400	

SCREEN SAVERS	Generics visual driven filler (upto 3 mins in length) to fill unsold airtime (uses 1 x line of voice @ beginning)	
	PER Month PER Promo	R 310.00

PILOT, RE-RECORDING, REJECTION	ALL PROMOS	
	R 755.00	per script per voice artist

POSTPONEMENT (ANY booking cancelled with less than 24 hours notice to the agent)	Applies to ALL Voice Over Recording Categories	
	Should a postponed booking be re-booked <u>immediately with a confirmed</u> date, time and venue - NO fee will be charged	
Should a booking be postponed <u>without being immediately re-confirmed</u> with a date, time and venue, the booking will be treated as a cancellation and the cancellation fee will apply.		



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CANCELLATION (ANY booking cancelled with less than 24 hours notice to the agent)	Applies to ALL Voice Over Recording Categories	
	R 755.00	per script per voice artist

HIGHLIGHT PACKAGE	DSTV MONTHLY THEMED HIGHLIGHT PROMOTING 3 AND 7 PROGRAMMES PER PROMO, often has a cut down version	
	One Script/First Script	R 1,245.00
ADDITIONAL Highlight packages recorded in the same session	One Script/First Script	R 690.00
	Cut downs PER SCRIPT (same job and in same session as first script)	R 385.00

VERY IMPORTANT

EACH Highlight PACKAGE to be calculated **SEPARATELY** after the initial recording

EG:	1st Highlight Package (including 1 x cut down)	R 1,615.00
	2nd Highlight Package (including 1 x cut down)	R 1,075.00
	3rd Highlight Package (including 1 x cut down)	R 1,075.00
	and so for EACH package recorded in the SAME session	

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