



www.intertalent.co.za

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DSTV, MNET AND SUPERSPORT PROMO RATES

1 April 2012 - 31 March 2013

STANDARD PROMO	
May flight for a maximum of 4 consecutive weeks (for additional fighting please see extended runs on next page)	
1	Promotes a specific event/programme being flighted (ie Broadcast) 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"
BRANDING/IMAGING PIECE	
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. Re-Recording, Cancellations or Non Flying of Additional script/s recorded to be charged at the Standard Commercial Rejection Fee	
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
5	Each tag/change is to be paid for SEPERATLEY
Once Script/First Script	
R 1,400.00	
PER Additional Script (in the same session as the first script)	
R 420.00	
PER Tag (in the same session as the first script)	
R 270.00	



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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
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
TAG	
1	Recording of a day/month/channel CHANGE on a promo, et Wednesday, Tomorrow, Tonight, This Month, Next Month,
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
5	Each tag/change is to be paid for SEPERATLEY
PER promo PER script	
R 1,580.00	
PER Additional Sponsored Script (in the same session as the first script)	
R 1,580.00	
PER Tag (in the same session as the first script)	
R 270.00	
BROADCASTER EVENT SPONSORSHIP	
1	Promotes an Event that is NOT being flighted (ie Broadcast) on Mnet or DSTV
2	Is flighted or Boardcast on ONE MNet or DSTV Channel ONLY
3	Usage to be paid PER Event, change of date or time is considered a FULL second sponsorship tags do not apply
Performance Fee PER Script	
R 820.00	
PLUS usage fee PER SCRIPT	
75% of the applicable Standard South African	



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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, answer a question on screen and 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
3	Flighting of the promo on any additional channels to be paid per channel at the Extend Run Rate on page 4
Recording PER promo PER script	
R 1,600.00	
IF promo is flighted on ANY channel other than the one it was specifically recorded for	
R 70 PER additional channel for the SAME consecutive 4 week period	
Use of the promo on Website	
R340 PER promo for the SAME consecutive 4 week period	

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"
Amounts Itimised Category Amounts Continue on Page 3	

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 1,675.00
Upto 6 months usage	R 2,300.00
Upto 12 months usage	R 3,180.00

SCREEN SAVERS	
Generic visual driven filler (upto 3 mins in length) to fill unsold airtime (uses 1 x line of voice @ beginning)	
PER Month PER Promo	R 340.00



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EXTENDED RUNS	
Extended use of a standard promo	
PER Month PER Promo	R 340.00

HIGHLIGHT PACKAGE	
DSTV MONTHLY THEMED HIGHLIGHT PROMOTING 3 AND 7 PROGRAMMES PER PROMO, often has a cut down version	
One Script/First Script	R 1,370.00
Cut downs PER SCRIPT (same job and in same session as first script)	R 420.00
ADDITIONAL Highlight packages recorded in the same session	
PER script	R 750.00
Cut downs PER SCRIPT (same job and in same session as first script)	R 420.00

VERY IMPORTANT		
EACH Highlight PACKAGE to be calculated SEPARATELY after the initial recording		
EG:	1st Highlight Package (including 1 x cut down)	R 1,790.00
	2nd Highlight Package (including 1 x cut down)	R 1,170.00
	3rd Highlight Package (including 1 x cut down)	R 1,170.00
and so for EACH package recorded in the SAME session		

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 agent not be notified a penalty fee of R1000 will be charged	
Should the promo be used in any other manner or on any other medium an additional R345 PER promo PER month becomes payable	

DSTV SUBSCRIBER COMPETITIONS SPECIAL OFFERS	
PRODUCT COMPETITIONS OR PROMOTIONS FOR M NET/DSTV SUBSCRIBER FOR A MAXIMUM OF 2 MONTHS USAGE	
R2300 for upto 2 recorded minutes,	PLUS R930 if longer then 2 minutes.
2nd Read WITHOUT specific channel branding of IDENTICAL promo R430	

