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SABC PROMO RATES

1 April 2012 - 31 March 2013

DEFINITIONS	STANDARD SABC PROMO	
	Promotes a specific event/programme on SABC	
	Promotes a generic time slot on the channel - be it sport, movies, etc.	
	Both categories 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" - (please see Standard Commercial Rates for this)	
	May flight for a maximum of 4 consecutive weeks (for additional flying please see extended runs on next page)	
	ADDITIONAL SCRIPT	
	A second promo recorded in the same session as an SABC Promo" - all conditions of a standard promo apply	
	TAG	
	Recording of a day/month/channel <u>CHANGE</u> on a promo, eg Wednesday, Tomorrow, Tonight, This Month, Next Month, This Week, Next Week, On Movie Magic. ONLY the change to be recorded - NOT the whole promo The original promo must be replaced 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	
SABC SPONSORED PROMO		
May flight for a maximum of 4 consecutive weeks (for additional flying please see extended runs on next page)		
1	Non specific 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	Each sponsored promo to be paid for separately.	
3	Any STANDARD promo recorded in the same session also to be treated separately, ie; Call rate and rate per script to be paid in ADDITION to the sponsored read.	

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The **PMA** Personal Managers' Association
FULL MEMBER

SABC PROMO RATES

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STANDARD SABC PROMOS	Call	R 880.00
	Episodics PER Script (recorded in same session) Limited Run, upto 4 consecutive weeks flighting	R 280.00
	Generic PER Script (recorded in same session) Extended Run, upto 12 consecutive weeks flighting	R 615.00
	PER Tag (in the same session as the first script)	R 145.00
SABC CORPORATE GENERIC	Per PROMO per script PER voice artist	R 1,440.00
SABCSONSORED PROMOS	Per PROMO per script PER voice artist	R 1,555.00
USE OF SABC PROMOS ON THE SABC WEBSITE	Standard Promo (without sponsor)	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 on any other medium an additional R320 PER Promo, PER Month BECOMES payable
	Sponsored Promo	R335 PER MONTH
EXTENDED RUNS	Extended use of a standard promo	
	PER Month PER Promo	R 335.00