



[www.intertalent.co.za](http://www.intertalent.co.za)

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93 Blairgowrie Drive, Blairgowrie Randburg 2194

P.O.Box 1890 Pinegowrie 2123

## DSTV, MNET AND SUPERSPORT PROMO RATES

1 April 2013 - 31 March 2014

<b>STANDARD PROMO</b>	
May flight for a maximum of 4 consecutive weeks (for additional flighting 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"
<b>BRANDING/IMAGING PIECE</b>	
1	Previous and Current & Upcoming movies/sport etc programme/highlights on DSTV
2	NOT date or time specific
3	NOT any longer than 60"
<b>ADDITIONAL SCRIPT</b>	
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 Flighting of Additional script/s recorded to be charged at the Standard Commercial Rejection Fee	
<b>TAG</b>	
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
<b>Once Script/First Script</b>	
<b>R1455.00</b>	
<b>PER Additional Script (in the same session as the first script)</b>	
<b>R435 .00</b>	
<b>PER Tag (in the same session as the first script)</b>	
<b>R 280 .00</b>	



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## DSTV, MNET AND SUPERSPORT PROMO RATES

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<b>SUPER SPORT SPONSORED PROMO</b>	
May flight for a maximum of 4 consecutive weeks (for additional fighting 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
<b>TAG</b>	
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
<b>PER promo PER script</b>	
<b>R1645.00</b>	
<b>PER Additional Sponsored Script (in the same session as the first script)</b>	
<b>R1645.00</b>	
<b>PER Tag (in the same session as the first script)</b>	
<b>R280.00</b>	



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<b>BROADCASTER EVENT SPONSORSHIP</b>	
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
<b>Performance Fee PER Script</b>	
<b>R835 .00</b>	
<b>PLUS usage fee PER SCRIPT</b>	
<b>75% of the applicable Standard South African Commercial Television usage</b>	

<b>WATCH and WIN SPONSOR LINKED PROMO</b>	
May flight for a maximum of 4 consecutive weeks on <b>ONE</b> 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
<b>Recording PER promo PER script</b>	
<b>R1665.00</b>	
<b>IF promo is flighted on ANY channel other than the one it was specifically recorded for</b>	
<b>R 73.00 PER additional channel for the SAME consecutive 4 week period</b>	
<b>Use of the promo on Website</b>	
<b>R355.00 PER promo for the SAME consecutive 4 week period</b>	

<b>DISH MAGAZINE PROMO</b>	
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	



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<b>GENERIC/TECHNICAL PROMOS</b>	
Communication, generic, seasonal or new technical information eg: Rain Fade, solar outage, time shift, TS6, software download, re-scan, channel launches, decoder features etc ...	
<b>Upto 3 months usage</b>	<b>R1740.00</b>
<b>Upto 6 months usage</b>	<b>R2390.00</b>
<b>Upto 12 months usage</b>	<b>R3305.00</b>

<b>SCREEN SAVERS</b>	
Generic visual driven filler (upto 3 mins in length) to fill unsold airtime (uses 1 x line of voice @ beginning)	
<b>PER Month PER Promo</b>	<b>R355.00</b>
<b>EXTENDED RUNS</b>	
Extended use of a standard promo	
<b>PER Month PER Promo</b>	<b>R355.00</b>

<b>HIGHLIGHT PACKAGE</b>		
DSTV MONTHLY THEMED HIGHLIGHT PROMOTING 3 AND 7 PROGRAMMES PER PROMO, often has a cut down version		
<b>One Script/First Script</b>	<b>R1425.00</b>	
<b>Cut downs PER SCRIPT</b> (same job and in same session as first script)	<b>R435.00</b>	
ADDITIONAL Highlight packages recorded in the same session		
<b>PER script</b>	<b>R780.00</b>	
<b>Cut downs PER SCRIPT</b> (same job and in same session as first script)	<b>R435.00</b>	
<b>VERY IMPORTANT</b>		
EACH Highlight PACKAGE to be calculated <b>SEPARATELY</b> after the initial recording		
EG:	1st Highlight Package (including 1 x cut down)	<b>R 1860.00</b>
	2nd Highlight Package (including 1 x cut down)	<b>R 1215.00</b>
	3rd Highlight Package (including 1 x cut down)	<b>R 1215.00</b>
..... and so for EACH package recorded in the <b>SAME</b> session		



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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 - <b>NO ACCEPTIONS</b> 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 <b>R355 PER</b> 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	
R2400.00 for upto 2 recorded minutes,	PLUS R965.00 if longer then 2 minutes.
2nd Read WITHOUT specific channel branding of IDENTICAL promo R470	

CANCELLATION	
(ANY booking cancelled with less than 24 hours notice to the agent)	
R 835.00	per per voice artist

PILOT, RE-RECORDING, REJECTION	
ALL PROMOS	
R 835.00	per script per voice artist

POSTPONEMENT	
(ANY booking cancelled with less than 24 hours notice to the agent)	
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.	

NOTES	