



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

e-mail: [talent@intertalent.co.za](mailto:talent@intertalent.co.za)

Tel: 27 11 787 5781/2

Fax: 27 11 781 - 1808

93 Blairgowrie Drive, Blairgowrie Randburg 2194

P.O.Box 1890 Pinegowrie 2123



## SABC PROMO RATES

1 April 2013 - 31 March 2014

DEFINITIONS	<b>STANDARD SABC PROMO</b>	
	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" <b>NOT</b> "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)	
	<b>ADDITIONAL SCRIPT</b>	
	A second promo recorded in the same session as an SABC Promo" - all conditions of a standard promo apply	
	<b>TAG</b>	
	Recording of a day/month/channel <b>CHANGE</b> on a promo, et Wednesday, Tomorrow, Tonight, This Month, Next Month, This Week, Next Week, On Movie Magic. ONLY the change to be recorded - <b>NOT</b> 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		
<b>SABC SPONSORED PROMO</b>		
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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<b>STANDARD SABC PROMOS</b>	Call	R 950.00
	<b>Episodics</b> PER Script (recorded in same session) Limited Run, upto 4 consecutive weeks flighting	R 300.00
	<b>Generic</b> PER Script (recorded in same session) Extended Run, upto 12 consecutive weeks flighting	R 665.00
	PER Tag (in the same session as the first script)	R 155.00
<b>SABC CORPORATE GENERIC</b>	Per PROMO per script PER voice artist	R 1,555.00
<b>SABCSONSORED PROMOS</b>	Per PROMO per script PER voice artist	R 1,680.00
<b>USE OF SABC PROMOS ON THE SABC WEBSITE</b>	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 R345 PER Promo. PER Month BECOMES payable
	Sponsored Promo	R360 PER MONTH
<b>EXTENDED RUNS</b>	<b>Extended use of a standard promo</b>	
	PER Month PER Promo	R 360.00