

PROMO Rates Multichoice Platform

DSTV, MNET and SuperSport

1 April 2014 - 31 March 2015



BASIC PROMO'S Definitions and Rules		BASIC PROMO'S Definitions and Rules continued	
Standard Promo	The script/s promotes a specific event/programme being broadcast on DSTV,MNET or SuperSport ONLY	Postponement	Change of booking with less than 24 hours notice and re-booked immediately with a confirmed date, time and venue, and the artist is available
	The Script promotes a generic time slot on the channel/s - Be it sport, movies, series etc ...		No Charge
	The script MAY mention the name of a sponsor or advertiser ONLY if the name of that particular sponsor or advertiser forms part of the name of the event or programme. This does not include any script that includes any copy similar to "Proudly brought to you by"	BASIC PROMO'S	
	May be used for a MAXIMUM of 4 consecutive weeks - for longer flighting periods please consult the rate for extended runs	Fees	
Branding/Imaging Theme Piece	The script/s promotes Previous and Current & Upcoming movies/sport etc programme/highlights on DSTV,MNET or SuperSport ONLY	PER artist PER script	
	The script/s are NOT date or time specific	One Script or First Script in a session	ZAR1,505.00
	The script/s are NOT any longer than 60"	PER Additional Script in the same session	ZAR455.00
	The script MAY mention the name of a sponsor or advertiser ONLY if the name of that particular sponsor or advertiser forms part of the name of the event or programme. This does not include any script that includes any copy similar to "Proudly brought to you by"	Per Tag Per Script in the Same session	ZAR290.00
	May be used for a MAXIMUM of 4 consecutive weeks - for longer flighting periods please consult the rate for extended runs	SUPER SPORT SPONSORED PROMO	
Additional Read/s	Additional scripts recorded in the same session are charged at the "Additional Script" fee provided ALL of the above apply to that script.	Definitions and Rules	
Tag/s	Applicable to Standard Promos and Branding/Imaging Theme Pieces - Must be recorded during the same session	Is a 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	
	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.	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	
	ONLY the change to be recorded - NOT the whole promo	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	
	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	May be used for a MAXIMUM of 4 consecutive weeks - for longer flighting periods please consult the rate for extended runs	
	MND/MNA Time Change - only time to be changed NOT whole promo re-recorded with "This Week" if a tag rate has been paid		
Extended Runs	Extended use of a Standard Promo, Branding/Imaging Theme Piece or Tag		
Cancellation	A booking cancelled with less than 24 hours notice are subject to fee of	ZAR 860.00	

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SUPER SPORT SPONSORED PROMO	
Definitions and Rules Continued	
Additional Read/s	Additional scripts recorded in the same session are charged at the "Additional Script" fee provided ALL of the above apply to that script.
Tag/s	Applicable to Standard Promos and Branding/Imaging Theme Pieces - Must be recorded during the same session
	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.
	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
	MND/MNA Time Change - only time to be changed NOT whole promo re-recorded with "This Week" if a tag rate has been paid
	Each tag/change is to be paid for SEPERATLEY and may be used for a MAXIMUM of 4 consecutive weeks from the time of the recording of the Promo it replaced, ie: recording a tag does not imply that the promo may flight to 8 consecutive weeks.
Extended Runs	Extended use of a Standard Promo, Branding/Imaging Theme Piece or Tag
Cancellation	A booking cancelled with less than 24 hours notice are subject to fee of ZAR 860.00
Postponement	Change of booking with less than 24 hours notice and re-booked immediately with a confirmed date, time and venue, and the artist is available No Charge
SUPER SPORT SPONSORED PROMO	
Fees	
PER artist PER script	
One Script	ZAR1,705.00
PER Additional Sponsored Script in the same session	ZAR1,705.00
Per Tag Per Script in the Same session	ZAR290.00
BROADCASTER EVENT SPONSORSHIP	

WATCH and WIN SPONSOR LINKED PROMO		
Definitions and Rules		
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)		
May be used for a MAXIMUM of 4 consecutive weeks on ONE specific channel		
Flighting of the promo on any additional channels to be paid per channel at the Extend Run Rate		
Extended Runs	Extended use of a Standard Promo, Branding/Imaging Theme Piece or Tag	
Cancellation	A booking cancelled with less than 24 hours notice are subject to fee of	ZAR 860.00
Postponement	Change of booking with less than 24 hours notice and re-booked immediately with a confirmed date, time and venue, and the artist is available	No Charge
Fees		
PER artist PER script		
Recording Fee PER Script	ZAR1,725.00	
Use of the promo on the Multichoice website at EXACTLY the same time it's flighting on the channel it was recorded for	ZAR370.00	
SCREEN SAVERS		
Generic visual driven filler (upto 3 minutes in length) to fill unsold airtime (uses 1 x line of voice @ beginning)		
PER Month PER Promo	ZAR370.00	
GENERIC/TECHNICAL PROMOS		

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Definitions and Rules			Definitions and Rules Continued		
Promotes an Event that is NOT being flighted (ie Broadcast) on Mnet or DSTV			Postponement	Change of booking with less than 24 hours notice and re-booked immediately with a confirmed date, time and venue, and the artist is available	No Charge
Is flighted or Broadcast on ONE MNet or DSTV Channel ONLY			GENERIC/TECHNICAL PROMOS		
Usage to be paid PER Event, change of date or time is considered a FULL second sponsorship tags do not apply			Fees		
Usage to be paid PER Event, change of date or time is considered a FULL second sponsorship tags do not apply			PER artist PER script		
Cancellation	A booking cancelled with less than 24 hours notice are subject to fee of	ZAR 860.00	Upto 3 months usage		ZAR1,800.00
Postponement	Change of booking with less than 24 hours notice and re-booked immediately with a confirmed date, time and venue, and the artist is available	No Charge	Upto 6 months usage		ZAR2,480.00
Fees			Upto 12 months usage		ZAR3,420.00
PER artist PER script			DISH MAGAZINE PROMO		
Recording Fee PER Script	ZAR860.00		Definitions and Rules		
Usage Fee PER Script	75% of the applicable Standard South African Commercial Television Usage		Charged at standard promo rates.		
GENERIC/TECHNICAL PROMOS			May be used for a MAXIMUM of 4 consecutive weeks		
Definitions and Rules			EXTENDED RUNS		
Communication, generic, seasonal or new technical information eg: Rain Fade, solar outage, time shift, TS6, software download, re-scan, channel launches, decoder features etc ...			Extended use of a standard promo		
Cancellation	A booking cancelled with less than 24 hours notice are subject to fee of	ZAR 860.00	PER Month PER Promo		ZAR370.00

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DSTV SUBSCRIBER COMPETITIONS SPECIAL OFFERS				
Definitions and Rules				
Product competitions or Promotions for Mnet/DSTV Subscribers NOT to be used for longer than 2 consecutive months				
ZAR2,485.00	for upto 2 recorded minutes,	PLUS	ZAR995.00	if longer then 2 minutes.
2nd Read WITHOUT specific channel branding of IDENTICAL promo R485				
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 EXCEPTIONS Should the agent not be notified a penalty fee of R1040 will be charged				
Should the promo be used in any other manner or on any other medium an additional R370 PER promo PER month becomes payable				
Should the promo be used in any other manner or on any other medium an additional R370 PER promo PER month becomes payable				

HIGHLIGHT PACKAGE		
Definitions and Rules		
A DSTV/MNET Monthly Themed Highlight Promo, promoting between 3 and 7 programmes per promo - often has a cut down version		
Cancellation	A booking cancelled with less than 24 hours notice are subject to fee of	ZAR 860.00
Postponement	Change of booking with less than 24 hours notice and re-booked immediately with a confirmed date, time and venue, and the artist is available	No Charge
Fees		
PER artist PER script		
One Script/First Script		ZAR1,475.00
Cut downs PER SCRIPT (same job and in same session as first script)		ZAR450.00
Additional Highlight packages recorded in the same session		
PER script		ZAR805.00
Cut downs PER SCRIPT (same job and in same session as first script)		ZAR450.00
Important		
EACH Highlight PACKAGE to be calculated SEPARATELY after the initial recording		
EG:	1st Highlight Package (including 1 x cut down)	ZAR1,925.00
	2nd Highlight Package (including 1 x cut down)	ZAR2,730.00
	3rd Highlight Package (including 1 x cut down)	ZAR3,535.00
..... and so for EACH package recorded in the SAME session		