

# South African PROMO Rates for SABC

1 April 2014 - 31 March 2015



Standard Promo Definitions and Rules		SABC SPONSORED PROMO Definitions and Rules	
Promotes a specific event/programme on SABC		May flight for a maximum of 4 consecutive weeks - for a longer flying period please refer to the extended run rate	
Promotes a generic time slot on the channel - be it sport, movies, etc.		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	
Both categories may mention the name of a sponsor if their name forms part of the event.		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.	
EG: "Watch the Nedbank Golf Challenge" <b>NOT</b> "Brought to you by Nedbank" - see the Commercial Voice Over Rates for this			
Call	The amount payable to the artists for arriving at studio		
Episodic Promo	Limited run of no more than 4 consecutive weeks	Cancellation	A booking cancelled with less than 24 hours notice are subject to a fee of ZAR860.00
Generic Promo	Limited run of no more than 12 consecutive weeks	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
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 CHANGE on a promo, et Wednesday, Tomorrow, Tonight, This Month, Next Month, This Week, Next Week ..... Etc		
	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		
Cancellation	A booking cancelled with less than 24 hours notice are subject to a fee of	ZAR860.00	
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	
<b>Fees</b>			
Call		ZAR980.00	
Episodic - Per Artists Per Script recorded in the same session		ZAR310.00	
Generic- Per Artists Per Script recorded in the same session		ZAR690.00	
Tag- Per Artists Per Script recorded in the same session		ZAR160.00	
<b>Extended Runs</b>			
Extended use of a standard promo			
PER Month PER Promo		ZAR370.00	
<b>SABC SPONSORED PROMO Definitions and Rules</b>			
		<b>Fees</b>	
		PER PROMO PER Voice Artist	ZAR370.00
<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 EXCEPTIONS.	
Sponsored Promo		ZAR370.00	
<b>USE OF SABC PROMOS ON THE SABC SOCIAL MEDIA</b>			
<b>Definition and Rules</b>			
Any STANDARD promo used on SABC Social Media Platforms during the SAME time period as it is flighted on the channel.			
<b>Fees</b>			
		PER PROMO PER Voice Artist	ZAR370.00