

South African FREE TO AIR Television Promo Rates

1 April 2015 - 31 March 2016



STANDARD PROMO		
Definitions and Rules		
Promotes a specific event/programme on ONE specific channel		
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" - 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	
Generic Promo	Limited run of no more than 12 consecutive weeks	
Additional Script	A second promo recorded in the same session as an the 1st Promo" - all conditions of a	
Tag	Recording of a day/month/channel CHANGE on a promo, eg Wednesday, Tomorrow,	
	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	
Cancellation	A booking cancelled with less than 24 hours notice are subject to a	ZAR870.00
Postponement	Change of booking with less than 24 hours notice and re-booked	No Charge
Fees		
Call	ZAR1,035.00	
Episodic - Per Artists Per Script recorded in the same session	ZAR325.00	
Generic- Per Artists Per Script recorded in the same session	ZAR730.00	
Tag- Per Artists Per Script recorded in the same session	ZAR170.00	
EXTENDED RUNS		
Extended use of a standard promo		
PER Month PER Promo	ZAR390.00	
SPONSORED PROMO		
Definitions and Rules		
May flight for a maximum of 4 consecutive weeks - for a longer flighting period please refer to the extended run rate		
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		
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.		
Cancellation	A booking cancelled with less than 24 hours notice are subject to a	ZAR870.00
Postponement	Change of booking with less than 24 hours notice and re-booked	No Charge
Fees		
Call	ZAR1,035.00	
Per PROMO per script PER voice artist	ZAR1,840.00	
USE OF PROMOS ON THE CHANNEL WEBSITE ONLY		
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	ZAR390.00	
USE OF PROMOS ON THE SOCIAL MEDIA SITES		
Definitions and Rules		
Any STANDARD promo used on the Channel Social Media Platforms during the SAME time period as it is flighted on the channel.		
Fees		
PER PROMO PER Voice Artist	ZAR390.00	