

Bukedde TV 2

**Bukedde TV 2 Rate card
effective 1st July 2013**

Prices include VAT

Spot Message Cost

Time	15 Sec	30 Sec	45 Sec	60 Sec
7:00am -9:30am	65,000	100,000	150,000	190,000
9:30am-6:30 pm	97,500	150,000	225,000	280,500
6:30-8:30 pm	130,000	200,000	300,000	380,000
8:30-9:30pm	162,500	250,000	375,000	475,000
9:30-11:00pm	130,000	200,000	300,000	380,000
11:00pm -12:30am	65,000	100,000	150,000	190,000

Non TVC advertising

	Early prime	Peak	Off-peak
	7:00am -7:00 pm	7pm-midnight	Mid night -7am
Scheduled Talk shows	1 million	1.5 million	1 million
Customized shows (Unscheduled of 30 minutes segment)	1.5 million	2 million	1 million
Scrolls (40 words per half an hour)	10,000	15,000	10,000
Special announcements	200,000	400,000	200,000
Death announcements	150,000	300,000	150,000
Product pop ups per 10 seconds	100,000	150,000	100,000
Squeeze backs per 4 seconds	100,000	200,000	100,000

Program Sponsorships/ charged per week.

Property/Time	Early prime	Peak	Off-peak
High frequency (5-7 days)	2 million	3 million	2 million
Regular frequency (3-4 days)	1.5 million	2 million	1.5 million
Low frequency (1-2 days)	1 million	1.5 million	1 million

On weekends and public holidays - Early Prime Segment starts at 2:00pm - 6:30pm.

Bukedde TV 1

Rate card effective 1st July 2013

Bukedde TV 1 Prices include VAT

Spot Message Cost

Time	15 Sec	30 Sec	45 Sec	60 Sec
7:00am -9:30am	175,000	250,000	375,000	475,000
9:30am-6:30 pm	105,000	150,000	225,000	285,000
6:30-8:30 pm	350,000	500,000	750,000	950,000
8:30-9:30pm	560,000	800,000	1,200,000	1,520,000
9:30-11:00pm	735,000	1,050,000	1,575,000	1,995,000
11:00pm -12:30am	350,000	500,000	750,000	950,000

Non TVC advertising	Early prime	Peak	Off-peak	
	7:00am -7:00 pm	7pm-midnight	Mid night -7am	
Scheduled Talk shows	3 million	4 million	2.5 million	Scheduled and customised talk shows MAY NOT contain advertising. Any pre recorded show delivered with built in advertising or product placements will be charged at commercial rates, over and above these charges
Customized shows (Unscheduled of 30 minutes segment)	2.5 million	4 million	2 million	
Scrolls (40 words per half an hour)	20,000	30,000	15,000	
Special announcements	400,000	900,000	300,000	
Death announcements	300,000	700,000	200,000	
Product pop ups per 10 seconds	100,000	200,000	100,000	
Squeeze backs per 4 seconds	150,000	300,000	150,000	

Program Sponsorships/ charged per week.

Property/Time	Early prime	Peak	Off-peak	
High frequency (5-7 days)	4 million	6 million	4 million	
Regular frequency (3-4 days)	2.5 million	4 million	2.5 million	
Low frequency (1-2 days)	1.5 million	2.5 million	1.5 million	

On weekends and public holidays - Early Prime Segment starts at 2:00pm - 6:30pm.



Urban TV Rate card effective 1st July 2013

Prices include VAT

Spot Message Cost

Time	15 Sec	30 Sec	45 Sec	60 Sec
7:00am-5:30pm	75,000	123,000	185,000	233,700
5:30pm - 8:00pm	100,000	150,000	225,000	285,000
8:00pm-10:30pm	195,000	300,000	450,000	570,000
10:30pm-midnight	150,000	230,000	345,000	190,000
Midnight - 7am	65,000	100,000	165,000	66,120

Presenter Mentions (of not more than 45 seconds)	60,000
Commercial Production:	250,000

Non TVC advertising	Early prime	Peak	Off-peak
Scheduled tak Shows	1.5 Million	2 Million	1.5 million
High frequency 5-7 days	3.5 million	4 million	3.5 million
Regular frequency 3-4 days	2 million	2.5 million	2 million
Low frequency 1-2 days	1 million	1.5 million	1 million
Talk shows / Documentary 30 min	1.5 million	2 million	1.5 million
Product pop ups per 10 seconds	100,000	150,000	100,000
Squeeze backs per 4 seconds	150,000	200,000	150,000
Scroll (40 words per half an hour)	10,000	15,000	10,000

Program Sponsorships / charged per week.

		Early prime	Peak	Off-peak
4 Spots Daily	Mon-Fri	18,000	360,000	1,440,000
High frequency (5-7 days)		2 million	4 million	2 million
Regular frequency (3-4 days)		1 million	2.5 million	1 million
Low frequency (1-2 days)		1.2 million	1.5 million	1.2 million

On weekends and public holidays - Early Prime Segment starts at 2:00pm - 6:30pm.



TV WEST Rate Card Prices include VAT

Spot Message Cost

Time	15 Sec	30 Sec	45 Sec	60 Sec
6:00am -05:30pm	70,000	108,000	162,000	205,200
05:31pm - 07:00pm	89,000	137,000	205,000	260,300
07:01pm - 08:00pm	147,000	227,000	340,000	431,300
08:01pm - 11:00pm	165,000	252,000	375,000	478,800
10:31pm - 11:30pm	147,000	227,000	340,000	431,300
11:45pm - 06:00am	65,000	100,000	150,000	190,000

Non TVC advertising

	Early prime	Peak	Off-peak
	7:00am -7:00 pm	7pm-midnight	Midnight -7am
Scheduled Talk shows	1.5million	2 million	1.5 million
Customized shows (Unscheduled of 30 minutes segment)	1.5 million	2.5 million	1.5 million
Scrolls (40 words per half an hour)	10,000	15,000	10,000
Special announcements	150,000	350,000	150,000
Death announcements	100,000	250,000	100,000
Product pop ups per 10 seconds	100,000	150,000	100,000
Squeeze backs per 4 seconds	120,000	200,000	120,000

Program Sponsorships / charged per week.

	Early prime	Peak	Off-peak
High frequency (5-7 days)	2 million	4 million	2 million
Regular frequency (3-4 days)	1 million	2.5 million	1 million
Low frequency (1-2 days)	1.2 million	1.5 million	1.2 million

On weekends and public holidays - Early Prime Segment starts at 2:00pm - 6:30pm.