

**RATE
CARD**

One Africa Television
2015

ANNOUNCEMENT!

Any advertisements placed by agencies in Times Media titles from 1 May 2016 will attract new early settlement discounts, the Times Media Group has announced.

“Apart from creating a model that supports the viability of our business, and that of our clients, we have been reviewing our structures. As such revised rates have been introduced for both accredited and non-accredited media agencies across all of Times Media’s media platforms,” said Trevor Ormerod, general manager of sales and marketing for the Group.

Accredited media agencies will see their **early settlement discount increase** to 17% (up from 16.5%), provided settlement is on 45 days. An additional 0.25% increase will be effective for every 15 days of advance settlement. Settlement between 46 -60 days will see early settlement discount unchanged at 15%. There is no settlement discount after 61 days.

Unaccredited media agencies will also see the **early settlement discount** being increased to 15.5% (up from 15%), provided settlement occurs on 30 days. Similarly a 0.25% increase will be effective for every 15 days of advance settlement. There is no settlement discount after 31 days.

In both instances above, these new rates would apply only where there are no individually negotiated arrangements to the contrary, which is the case with a number of our clients.

“Since we are all operating in difficult times, we believe any adjustments that reward agencies for timeous payment are essential. We look forward to driving further mutual benefit between ourselves and media agencies, and assuring them of our on-going support of their businesses,” Ormerod said in a statement.

01 May 2016



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Broadcasts 24/7 on DStv Channel 284

The Channel reserves the right to make programming changes



Channel	Time Bands	Segments	30" Rate	15" Rate
OAT 284	06H00 - 12H00	SHOULDER TIME	R1 000	R500
	12H00 - 14H00	LUNCH	R3 000	R1 500
	14H00 - 18H00	SHOULDER TIME	R1 000	R500
	18H00 - 19H00	PRIME TIME	R6 000	R3 000
	19H00 - 22H00		R6 000	R3 000
	19H00 - 19H30	NEWS	R7 000	R3 500
	22H00 - 00H00	AT NIGHT	R3 200	R1 600
	00H00 - 06H00		R1 100	R550



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Terms and Conditions

1. Rates:
Material durations are charged on a pro rata basis.
Rates include agency commission & exclude VAT.
10% rate increase effective 1st April 2015
2. Material Requirements:
Deadline: 5 working days before intended broadcast.
Formats: DVCam, DigiBetacam, Betacam SP, Quicktime, AVI Uncompressed or H.264. (720x576 pixels @ 25 fps, 48khz, 16bit Audio)