

## CONTACTS

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**2011 RATE CARD**

## TERMS AND CONDITIONS

- Full pre-payment (unless previously negotiated)
- Rates are based on 30" commercials
- All other durations are pro-rata
- Rates exclude VAT
- Requests for preferred position in a specific break will be subject to a 25% loading
- Category exclusivity within a break will carry a 100% loading
- Booking and material deadline is 7 days prior to broadcast
- Cancellation deadline is 28 days prior to first flighting
- Material to be supplied on Betacam SP (Dolby On) or mini DVD
- Quality: all material will go through QC, so advertisers must ensure good quality

			
			
			
			
			
			
			



## 2011 US \$ RATES

CHANNELS	PRIME TIME 18h00 - 22h00	OFF-PEAK 22h00 - 18h00
SuperSport	\$650	\$500
SuperSport Nigeria	\$450	\$350
SuperSport Maximo	\$400	\$300
SuperSport Maximo 2	\$400	\$300
SuperSport Blitz	\$250	\$200
ESPN	\$250	\$200
Africa Magic	\$600	\$500
Africa Magic Plus	\$350	\$250
Africa Magic Hausa	\$350	\$250
Africa Magic Yoruba	\$350	\$250
Magic World	\$300	\$200
M-Net East	\$600	\$500
M-Net West	\$600	\$500
M-Net Movies 1	\$350	\$250
M-Net Movies 2	\$300	\$200
M-Net Action	\$300	\$200
M-Net Series	\$300	\$200
Channel 198 (BBA)	\$400	\$400
Channel O	\$400	\$300
Sky News	\$450	\$350
CNN	\$600	\$500
BBC World News	\$450	\$350
BBC Entertainment	\$250	\$200
BBC Knowledge	\$250	\$200
BBC Lifestyle	\$250	\$200
Sony Entertainment TV	\$250	\$200
E Entertainment	\$250	\$200
National Geographic	\$350	\$250
Discovery Channel	\$350	\$250
Universal Channel	\$250	\$200
Cartoon Network	\$250	\$200
Boomerang	\$250	\$200