

SPONSORSHIP RATE CARD

Sponsorship [News,Weather,Sports,Traffic Reports, Financial]					
Formula [Segment Rate at Rate Card * Factor] Top & Tail					
Min	Segment Rate	Factor	No. of Adverts	Sec (Min-Max) Adverts	
3.00	As Per Rate Card	1.65	1.00	30sec - 45sec	
5.00	As Per Rate Card	2.21	1.00	30sec - 45sec	
10.00	As Per Rate Card	2.50	2.00	30sec - 45sec	
15.00	As Per Rate Card	2.70	2.00	30sec - 45sec	
30.00	As Per Rate Card	3.00	3.00	30sec - 45sec	
45.00	As Per Rate Card	3.50	4.00	30sec - 45sec	
60.00	As Per Rate Card	3.70	5.00	30sec - 45sec	
Sponsorship [Programme]					
Formula [Segment Rate at Rate Card * Factor] Top & Tail					
Minutes	Segment Rate	Factor	No. of Adverts	Sec (Min-Max) Adverts	
3.00	As Per Rate Card	2.00	1.00	30sec - 45sec	
5.00	As Per Rate Card	3.00	1.00	30sec - 45sec	
10.00	As Per Rate Card	4.00	2.00	30sec - 45sec	
15.00	As Per Rate Card	4.00	2.00	30sec - 45sec	
30.00	As Per Rate Card	4.00	3.00	30sec - 45sec	
45.00	As Per Rate Card	5.00	4.00	30sec - 45sec	
60.00	As Per Rate Card	5.00	5.00	30sec - 45sec	
Sponsorship [Competitions]					
Formula [Segment Rate at Rate Card * Factor] Top & Tail					
Min	Segment Rate	Factor	No. of Adverts	Sec (Min-Max) Adverts	
3.00	As Per Rate Card	2.00	1.00	30sec - 45sec	
5.00	As Per Rate Card	3.00	1.00	30sec - 45sec	
10.00	As Per Rate Card	4.00	2.00	30sec - 45sec	
15.00	As Per Rate Card	4.00	2.00	30sec - 45sec	
30.00	As Per Rate Card	4.00	3.00	30sec - 45sec	
45.00	As Per Rate Card	5.00	4.00	30sec - 45sec	
60.00	As Per Rate Card	5.00	5.00	30sec - 45sec	

NOTES

- All bookings must be submitted at least 3 full working days before the date of booking, broadcast or airing.
- All booking request shall be final and binding on the advertiser or agency upon submission.
- Sponsorships entitlements shall take precedence over spot bookings and spots with premium positioning.

CANCELLATION

- Cancellation fees of 30% are payable if booking are not cancelled 5 days before broadcast.
- Cancellation fees of 50% are payable if sponsorship or competitions are not cancelled a month in advance.

SPOT BUY

1) Buying Spots

- All Radio Rates are based on 30 seconds adverts
- All Radio and Television are based on 30 seconds, longer/shorter commercial are prorata 30 seconds rate (not applicable to program sponsorships and competition)
For a Commercial of 45 seconds for National Radio, (06h00 - 09h00) Slot, the cost for that Spot is computed as follows
~~Example: Base rate of 45-sec = Base Rate of 30 sec + [(15-sec divided by 30 sec x Base Rate of 30 Sec]

2) Premium Positioning Pricing

A Premium position loading factor of 1.65 of commercial Airtime rate applies for each of the following

2.1 A Specified Commercial Break

Example: if a customer wants a specific time slot

2.2 Trailer Scheduling

- Programme Trailers will only be aired on the same channel as the Sponsored programme. There will be no cross channel promotion, unless otherwise stated.
- nbc will schedule all trailers and reserve the right to change trailer schedule without prior notice.

LIVE READS & TRANSLATION

Item	Details	Current Rates		Revised Rates	
		Excl VAT	Incl VAT	Excl VAT	Incl VAT
1	Live Reads	219.13	252	242	278
2	Translation	113.04	130	125	143