



2018/19

NAIRA RATE CARD

HIGHLIGHTS



WEEKEND MOVIES

WEEKENDS 20:00 WAT

ROK weekend movies premieres never seen and exciting movies every Friday, Saturday and Sunday.

WAGS

MONDAYS 22:00

Wives and girlfriends (the titular WAGS) of professional athletes get perks that other women usually don't get -- money and fame among them. Because it's a relatively small group of people, many WAGS are close friends with one another. But there is a hierarchy within the group, as the wives who have husbands with multimillion-dollar contracts have all the power. This reality series follows several WAGS who are married to or dating professional athletes.



E! NEWS

WEEKDAYS

For the latest news on celebrity scandals, engagements and divorces! Check out Red Carpet hot moments and exclusive stories on Hollywood's hottest stars.

WOMAN OF STEEL

MONDAYS 21:00

There is an undeclared war along the 3,185 km of border between Mexico and the United States. A humanitarian crisis over a century old. It is an area filled with illegal crossings for the living and for the wooden crosses of the dead. Flesh, blood, money, and drugs are the common currency. But so are courage and love. There are also angels. Heroes stigmatized as criminals, who at times make the difference between living the American dream and dying in the desert. This is the story of a gloriously beautiful angel, but one with steel, "Acero" genes. Vicenta Rigores, better known as "La Coyote."



ROK

E!

TELEMUNDO



SUNDAY NIGHT MOVIES

SUNDAYS 21:00

M-Net Sunday Night Movies are the highlight of the week as it features the latest blockbusters first and exclusively.



1MAGIC

Experience the latest blockbuster movies, gripping international series, telenovelas and highly acclaimed local shows in one magical destination, 1Magic channel 103.



M-NET MOVIES SMILE

Home to the best animated movies to keep your children entertained and educated - all showing in high definition.



LORD OF THE SKIES

APRIL 9TH 22:00 WAT

The season follows the life of Aurelio Casillas (Rafael Amaya), a drug lord who is recognized for knowing how to smuggle drugs to Mexico, Colombia, and the United States. Aurelio would end up being cornered by the authorities. After being caught, he attempts to evade the law by undergoing a face operation in which he supposedly dies, causing his empire of power to fall.



HIGHLIGHTS

AM



AMVCA

AMVCA is the biggest TV award show in Africa, created to celebrate the contributions to African filmmakers, actors and technicians in the success of the continent's film and television industry.

AJOCHÉ

APRIL 2018

Our series follows the lives of the people involved in and affected by the Aboh genocide, from those who had a hand in the horrific events that played out, to those who suffered physically or emotionally as a result.



AM SHOWCASE

AA URBAN



MY SIBLINGS AND I

PREMIERES IN AUGUST 2018

This is a comic television series of a modern family consisting of seven children that are closely-knitted with love. It is a bustling family in which everyone reaches out to one another even through their ups and downs.

HITS AND LYRICS

ONGOING UNTIL MARCH 2019

Music is a genre that is loved by the Nigerian youth. TRACE Naija is a platform that plays top Afrobeats music and entertainment videos.



**HITS &
LYRICS**

TRACE
NAIJA

ROK2

ROK 2

BRAND NEW - COMMERCIAL IN JUNE 2018

24 hour entertainment showing the very best traditional village, tribal, palace regal Nollywood movies and TV series everyday.

ROK2

TINSEL

WEEKDAYS 19:30 WAT

Set in the glamorous and fast paced world of filmmaking, Tinsel is Nigeria's longest and most successful soap opera. It tells the stories of romance, betrayal, and deception amongst families.



AA SHOWCASE

Inside Africa

INSIDE AFRICA

TUESDAYS 10:30

Reports on African political and social issues, with host Isha Sesay and correspondents across the continent.

AFRICAN VOICES

FRIDAYS 11:30

Offering viewers a unique viewpoint, showcasing engaging African personalities in intimate discussions from business to music.

AFRICAN
V.O.I.C.E.S

3

Amanpour.

AMANPOUR

WEEKDAYS 19:00

Christiane Amanpour provides powerful interviews and provocative analysis on global stories that matter to you.

ROK 3

BRAND NEW - COMMERCIAL IN JUNE 2018

ROK 3 will showcase the finest selection of Ghanaian movies and TV series, in both English and Twi, during the day and will play the very best of West African music from 11pm each night.

ROK3

ROK3

RATES

LOCAL CHANNELS

CHANNELS	PT PRIME TIME	OP OFF PEAK
Africa Magic Showcase	NGN 250 000	NGN 200 000
Africa Magic Family	NGN 200 000	NGN 150 000
Africa Magic Epic	NGN 180 000	NGN 120 000
Africa Magic Urban	NGN 180 000	NGN 120 000
Africa Magic Yoruba	NGN 180 000	NGN 120 000
Africa Magic Hausa	NGN 100 000	NGN 60 000
Africa Magic Igbo	NGN 100 000	NGN 60 000
ROK	NGN 250 000	NGN 200 000
ROK 2	NGN 120 000	NGN 80 000
ROK 3	NGN 80 000	NGN 60 000












M-NET CHANNELS

CHANNELS	PT PRIME TIME	OP OFF PEAK
M-Net West	NGN 150 000	NGN 100 000
M-Net City	NGN 100 000	NGN 50 000
M-Net Movies Action	NGN 110 000	NGN 90 000
M-Net Movies Premiere	NGN 150 000	NGN 100 000
M-Net Movies Stars	NGN 100 000	NGN 80 000
M-Net Movies Smile	NGN 100 000	NGN 80 000
M-Net Movies Zone	NGN 100 000	NGN 80 000
1Magic	NGN 100 000	NGN 80 000
Vuzu Africa	NGN 70 000	NGN 50 000
Channel 198	NGN 200 000	NGN 150 000











SUPERSPORT CHANNELS

CHANNELS	PT PRIME TIME	OP OFF PEAK
SS Blitz	NGN 250 000	NGN 200 000
SS 1 Africa	NGN 120 000	NGN 100 000
SS 2 Africa	NGN 120 000	NGN 100 000
SS 3 ROA	NGN 200 000	NGN 150 000
SS 3 Nigeria	NGN 250 000	NGN 200 000
SS 4 Africa	NGN 180 000	NGN 120 000
SS 5 ROA	NGN 200 000	NGN 150 000
SS 5 Nigeria	NGN 250 000	NGN 200 000
SS 6 Africa	NGN 120 000	NGN 100 000
SS 7 ROA	NGN 200 000	NGN 150 000
SS 7 Nigeria	NGN 250 000	NGN 200 000
SS 9 Africa	NGN 200 000	NGN 150 000
SS 11 ROA	NGN 200 000	NGN 1 180 000
SS 11 Nigeria	NGN 250 000	NGN 200 000






NEWS CHANNELS

CHANNELS	PT PRIME TIME	OP OFF PEAK
Sky News	NGN 100 000	NGN 70 000
CNN	NGN 250 000	NGN 150 000




INTERNATIONAL CHANNELS

CHANNELS	PT PRIME TIME	OP OFF PEAK
National Geographic	NGN 70 000	NGN 50 000
Studio Universal	NGN 70 000	NGN 50 000
E!	NGN 70 000	NGN 50 000
Telemundo	NGN 250 000	NGN 200 000
TRACE Naija	NGN 200 000	NGN 150 000
BBC Lifestyle	NGN 70 000	NGN 50 000








BRANDED ENTERTAINMENT & ADVERTISER FUNDED PROGRAMME

Advertiser Funded Programming and Branded Entertainment provide the opportunity for brands to participate in the phenomenon that a successful TV show can be: on air, off air and online. Advertisers are presented with the opportunity of buying into the editorial integrity of the programme and reaching consumers by association with the programme's values.

BRANDED ENTERTAINMENT

Branded Entertainment provides the opportunity for brands to participate and become a part of a successful television programme. Enjoying the benefits of programme integrity, popularity as well as on-and-off air association. Branded Entertainment provides the unique opportunity of bringing the brand to life, by telling its own brand story, and creating a deeper brand experience, shaping consumer attitudes and brand image.

The content is brand-led from 2 – 15 minutes with necessary APCON approval. DStv Media Sales can produce content for client, alternatively content can be supplied to DStv Media Sales and will be packaged into high frequency, high impact packages, scheduled onto selected channels.

Branded Entertainment is permitted on selected channels only.

ADVERTISER FUNDED PROGRAMME

An Advertiser Funded Programme is content created with direct input from client, by integrating the brand with the program. This gives a deeper brand experience and direct product engagement. Content is created and owned by client and can enhance, reinforce or shift brand imaging with many more brand benefits. AFP partnership can include channel association to augment the reach of the show.

DStv Media Sales can produce AFPs for clients. Costs depend on client requirements and specifications.

AFP's range from 26 minutes and 54 minutes (excluding commercials and billboards) and subject to channel approval.

Speak to your DStv Media Sales representative about these exciting opportunities to put your brand first.

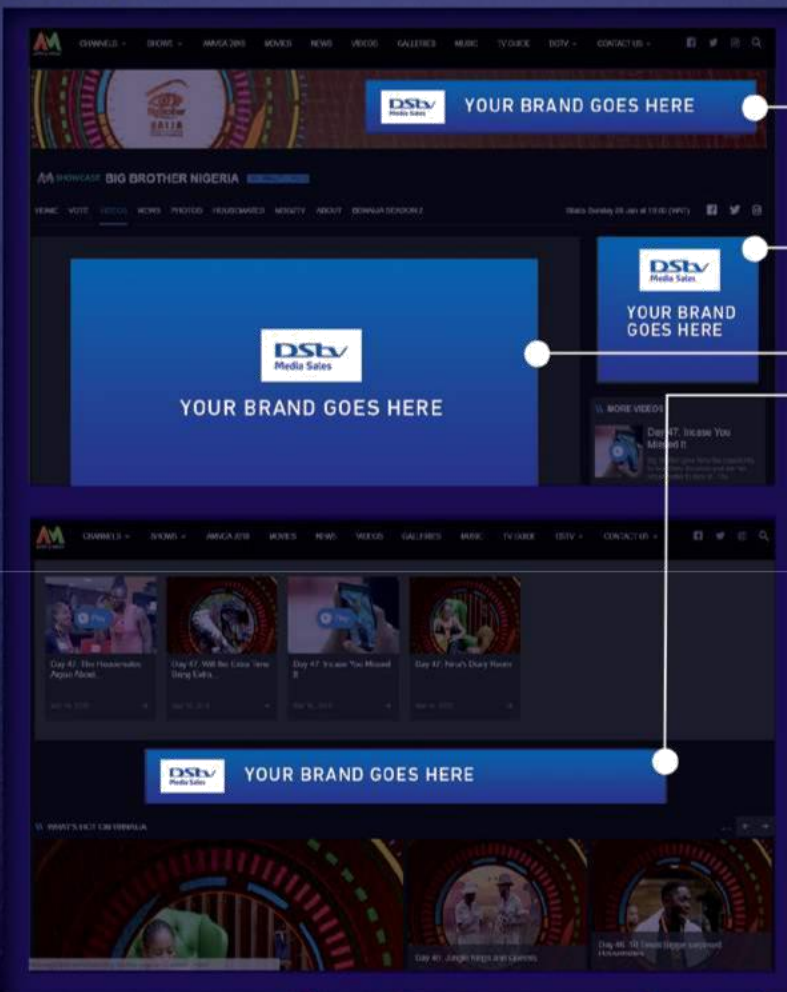
SPONSORSHIP OPPORTUNITIES

Sponsorship Opportunities available across the below channels:



TYPES OF BANNERS

BROWSER



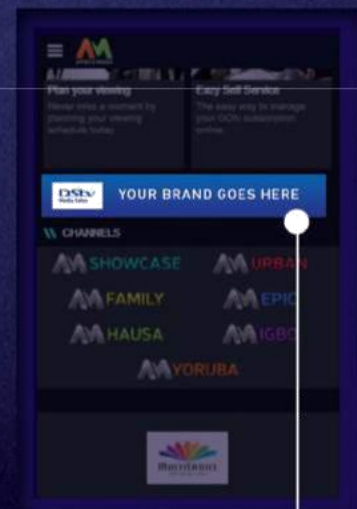
Top Leaderboard

Medium Rectangle

Pre-Roll

Leaderboard

MOBILE



Mobile Banner

MATERIAL REQUIREMENTS

- 16:9 Full Screen - HD
- 4:3 title/action safe (recommended).
- 2:1 interface component digital videotape system produced in accordance with ITU-R BT.709-5.
- 1920 x 1080 active lines interlaced at 25 frames per second, 50 fields file delivery.
- Format Type: Mov-Quick Time
- The audio regulation is EBU Recommendation R128 ITU-R BS1770
- We Transfer: DstvAfricaSalesImplementation@ds.naspers.com
- DStv Media Sales may not be able to start the campaign on the required date.
- Material must be supplied 7 days prior to Flighting.

CNN MATERIAL REQUIREMENTS

- CNN would only take materials that are not:
 - politically inclined or Governmental
 - election related/driven
 - endorsing public figures, neither endorsed by public figures nor have investments by public figures
 - FMCG brands
- Material should adhere strictly to the DStv Media Sales material specifications.
- Material should have no religious connotations.

TERMS & CONDITIONS

- Full pre-payment required.
- 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.
- Booking and material deadline is seven days prior to first flighting.
- Cancellation deadline is 4 weeks prior to flighting.
- Advertisers that have conflicting brands to the broadcaster, or conflicting global event partners to certain events, may be unable to advertise in that event.
- There is no category exclusivity in breaks.
- Quality: All material will go through QC, so advertisers must ensure good broadcast quality.
- Special rates for Live events apply.
- DStv Media Sales standard terms and conditions apply.