

SABC NEWS



Independent. Impartial.

SABC News Channel

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NEWS PACKAGES FOR SABC NEWS CHANNEL 404

with cross selling on Digital
Media and SABC3 News

SABC NEWS packages for SABC News Channel 404, with cross selling on Digital media and SABC3 News

NEWS FANATICS Premium package

News fanatics are known to follow news across multiple media types throughout the day. The combination package with SABC Television and Digital News is an especially powerful mix to reach News fanatic premium audiences.

Channel 404's 3 peak viewing times are: 08:30, 12:30 and 18:00. Catch News fanatics during all our peak SABC News channel time bands.

**Television only
R140,000**

MON - FRI Spots				SAT & SUN Spots			
SABC News	06:00	08:58	Morning Live	SABC News	06:00	08:58	Morning Live
SABC News	12:00	14:58	Midday Report				
SABC News	18:00	20:58	Prime Time News	SABC News	18:00	20:58	Prime Time News
SABC3	21:00	21:29	News @ 9	SABC3	21:00	21:29	News @ 9
26 Primetime Television Spots placed							
Average 55% discount off ratecard							
Cost: R140,000							

Twitter news video pre-roll adverts are immensely popular. **Super Size** your News fanatics 1 week Television package by adding the following Digital News media for an additional R10,000

**Digital Supersize
+ R10,000**

150,000 impressions on sabcnews.com
+
20,000 TV commercial video views on SABC News twitter video posts over 2-3 weeks (content dependent)

Terms and conditions apply

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Guaranteed Views packages for SABC News Channel 404

Package 1 LSM 8-10 Age 18+ 2 weeks	
R65,000	Total Cost
800,000	Views guaranteed
R81	Effective CPT
9.5	Ratings estimate

Package 2 LSM 8-10 Age 18+ 4 weeks	
R100,000	Total Cost
1,300,000	Views guaranteed
R77	Effective CPT
15	Ratings estimate

- 2 or 4 week packages offered across SABC News programmes (channel 404)
- Spots are placed between 0600-2345, across all days in either the 2 or 4 week package offered
- The frequency is slightly higher in the 2 week package, but for a higher investment over 4 weeks SABC offers a great campaign on this channel at a more cost effective cost per thousand (CPT).
- Ratings are not guaranteed but is a fair estimate.

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SABC NEWS packages **Terms and Conditions**

- TV Inventory can be booked once rate cards are released, and is subject to availability.
- Single advertiser per package, not open for an agency booking or multiple clients sharing spots
- Inventory is placed at the SABC's discretion
- Spot list or package elements offered may not be altered
- Television rates are quoted for 30" duration. Other durations will be calculated as per the SABC Television duration factors published.
- TV related Spend can count toward TV commitments, but digital media Super sized value will not count towards Television commitments
- Digital display media on SABCNews.com are run of station leaderboards or MPUs where available. Specs available at the time of booking.
- Twitter video pre-rolls will be placed according to content availability on SABC Digital News twitter feed. Flight plan and reporting is managed by Twitter and advised at the time of booking.
- SABC TV standard terms apply