

AFRICA INDEPENDENT TELEVISION, UNITED KINGDOM

ADVERTISEMENT RATE CARD-INTRODUCTORY RATES [Eff. 01 JAN 2012]

| | MORNING ROTATION | | AFTERNOON ROTATION | | PRIME ROTATION | |
|--------------------------|------------------|-------|--------------------|-------|----------------|--------|
| | 6.00AM-12.00NOON | | 12.00NOON-5.30PM | | 5.30PM-11.00PM | |
| ADVERTS COST/SPOT | | | | | | |
| 5" | £ | 15.00 | £ | 9.00 | £ | 30.00 |
| 15" | £ | 28.00 | £ | 17.00 | £ | 55.00 |
| 30" | £ | 35.00 | £ | 20.00 | £ | 70.00 |
| 45" | £ | 45.00 | £ | 27.00 | £ | 90.00 |
| 60" | £ | 60.00 | £ | 35.00 | £ | 120.00 |

Intra News Spots Booking

| | | |
|------------|---|--------|
| 5" | £ | 44.85 |
| 15" | £ | 81.65 |
| 30" | £ | 104.65 |
| 45" | £ | 134.55 |
| 60" | £ | 179.40 |

PROGRAMME'S SPONSORSHIP COST/EP.

| | | | | | | |
|------------------|---|----------|---|--------|---|----------|
| 15MINUTES | £ | 275.00 | £ | 165.00 | £ | 550.00 |
| 30MINUTES | £ | 550.00 | £ | 330.00 | £ | 1,100.00 |
| 60MINUTES | £ | 1,000.00 | £ | 600.00 | £ | 1,950.00 |

SPONSORSHIP BENEFITS

Opening & Closing credits

5x30" x 3days programme's promo

4x60" sponsor's advert within the prog

SPOTLIGHTS

| | | | | | | |
|------------------|---|----------|---|--------|---|----------|
| 15MINUTES | £ | 365.00 | £ | 220.00 | £ | 735.00 |
| 30MINUTES | £ | 715.00 | £ | 425.00 | £ | 1,425.00 |
| 60MINUTES | £ | 1,285.00 | £ | 770.00 | £ | 2,565.00 |

SCROLL MESSAGES

| | | |
|--------------------------|---|--------------|
| 15 WORDS/ SCROLL- | £ | 50.00 |
|--------------------------|---|--------------|

VOLUME DISCOUNTS

| | |
|------------------------|----------------|
| 0 - 4,999 | - 5% |
| 5,000 -9,999 | - 10% |
| 10,000 - 14,999 | - 12.5% |
| 15,000 - 19,999 | - 15% |
| 20,000 - 24,999 | -17.5% |
| 25,000+ | - 20% |

DISCOUNTS ON THE RATE CARD ARE AVAILABLE FOR VOLUME ADVERTISERS ONLY AND AT OUR DISCRETION. VOLUME IS BASED ON LEVEL OF SPEND PER CAMPAIGN.

SURCHARGES

FIXED TIME SPOT - 30%

HANDLING CHARGES - 50%

PROGRAMME ADJACENCY SPOT- 50%

NEWS ADJACENCY SPOT - 60%

STANDARD TERMS & CONDITIONS

1. PROG'S SPONSORSHIP COVERS AIRTIME ONLY

2. ALL RATES QUOTED EXCLUDE VALUED ADDED TAX.

3. ADVERTS/SPONSORED PROGRAMMES TO BE DELIVERED 7 DAYS BEFORE BROADCAST DATE.

4. ADVERTS/PROGRAMMES TO BE DELIVERED WITH CUE TIME OF 'IN AND OUT ' TIME CODE.
 5. ALL ADVERTS MUST BE CLEARED FOR BROADCAST WITH RELEVANT REGULATING AUTHORITY.
 6. APPROPRIATE MEDIA CONTRACT MUST BE SIGNED AND PAYMENT MADE BEFORE EXECUTION.
 7. ALL CLIENTS SUPPLIED COPY MUST MEET AIT TECHNICAL SPECIFICATIONS.
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