

MAX MIX



Max from Sony



ARY Digital



Aaj Tak Headline News



SAB from Sony



Sahara One

Five channels in one exclusive package. Top quality South Asian entertainment, Bollywood movies, news as it happens plus the UK's leading Pakistani channel.

SEGMENT RATES	TIME	SINGLE SPOT COSTS £					
		10"	20"	30"	40"	50"	60"
AA	06:00 - 18:00	88	131	175	233	292	350
AAA	18:00 - 23:00	125	188	250	333	417	500
A	23:00 - 06:00	63	94	125	167	208	250

PACKAGE RATES

WEEKLY PACKAGES	TOTAL SPOTS	COST PER PACKAGE £					
Spots will be evenly rotated through all segments over seven days across the five channels	PER CHANNEL	10"	20"	30"	40"	50"	60"
	14	1225	1838	2450	3267	4083	4900
	21	1680	2520	3360	4480	5600	6720
	28	2100	3150	4200	5600	7000	8400

DAYTIME PACKAGES	TOTAL SPOTS	COST PER PACKAGE £					
All spots will be guaranteed 12:00 to 18:00 weekdays across the five channels	PER CHANNEL	10"	20"	30"	40"	50"	60"
	14	1050	1575	2100	2800	3500	4200
	21	1470	2205	2940	3920	4900	5880
	28	1750	2625	3500	4667	5833	7000

PEAK PACKAGES	TOTAL SPOTS	COST PER PACKAGE £					
All spots will be guaranteed 18:00 to 23:00 daily across the five channels	PER CHANNEL	10"	20"	30"	40"	50"	60"
	14	1575	2363	3150	4200	5250	6300
	21	2258	3386	4515	6020	7525	9030
	28	2800	4200	5600	7467	9333	11200

NEWS & BUSINESS PACKAGES / MOVIE PACKAGES	TOTAL SPOTS	COST PER PACKAGE £					
60% of spots around this programming across relevant channels.	PER CHANNEL	10"	20"	30"	40"	50"	60"
	14	1470	2205	2940	3920	4900	5880
	21	2100	3150	4200	5600	7000	8400
	28	2660	3990	5320	7093	8867	10640

STANDBY PACKAGE	TOTAL SPOTS	COST PER PACKAGE £					
Spots will be slotted at the five channels' discretion over an agreed period	PER CHANNEL	10"	20"	30"	40"	50"	60"
	25	1750	2625	3500	4667	5833	7000
	50	3125	4688	6250	8333	10417	12500
	100	5500	8250	11000	14667	18333	22000

All rates are subject to VAT in the UK. Other spot lengths may be available pro rata to the 30" rate

SPONSORSHIP

Certain programmes, films and features are available for sponsorship, which will include opening and closing credits, bumper breaks and trails. Ask for current availability.

AGENCY COMMISSION

Agency commission of 15% will be allowable to accredited advertising agencies, to which may be extended Max Mix's standard credit terms as applied from time to time. Prepayment is required from all other advertisers.

COPY AND TECHNICAL REQUIREMENTS

All advertisement copy and sponsorship on Max Mix Channels must meet CAP Standards. ZMTV will clear copy on behalf of Max Mix on submission of scripts and treatments, plus one VHS or DVD copy of the finished material. Transmission tapes are required in DigiBeta 4:3 format and must be provided seven working days before first transmission date. A clock with identifying information should precede each commercial and duration, title, agency or CUI number of commercial should be clearly identified.



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