



MAX from SONY

The new premium channel from Sony Entertainment Television Asia.
 Top quality Bollywood movies and glamorous events
 24 hours a day on Sky Channel 806

SINGLE SPOT RATES

SEGMENT	TIME	SEGMENT RATES					
		SINGLE SPOT COSTS £					
		10"	20"	30"	40"	50"	60"
AA	06:00 - 18:00	35	53	70	93	117	140
AAA	18:00 - 23:00	50	75	100	133	167	200
A	23:00 - 06:00	25	38	50	67	83	100

PACKAGE RATES

WEEKLY PACKAGES	TOTAL SPOTS	COST PER PACKAGE £					
		10"	20"	30"	40"	50"	60"
Spots will be evenly rotated through all segments over 7 days	14	490	735	980	1307	1633	1960
	21	630	945	1260	1680	2100	2520
	28	700	1050	1400	1867	2333	2800

DAYTIME PACKAGES	TOTAL SPOTS	COST PER PACKAGE £					
		10"	20"	30"	40"	50"	60"
All spots will be guaranteed 12:00 to 18:00 weekdays	14	455	683	910	1213	1517	1820
	21	578	866	1155	1540	1925	2310
	28	630	945	1260	1680	2100	2520

PEAK PACKAGES	TOTAL SPOTS	COST PER PACKAGE £					
		10"	20"	30"	40"	50"	60"
All spots will be guaranteed 18:00 to 23:00 daily.	14	560	840	1120	1493	1867	2240
	21	788	1181	1575	2100	2625	3150
	28	980	1470	1960	2613	3267	3920

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

SPONSORSHIP

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

AGENCY COMMISSION

Agency commission of 15% will be allowable to accredited advertising agencies, to which may be extended Max's standard credit terms as applied from time to time. Prepayment is required from all other advertisers. Terms & Conditions are as published by SET Asia Ltd.

COPY AND TECHNICAL REQUIREMENTS

All advertisement copy and sponsorship on Max must meet CAP Standards. ZMTV will clear copy on behalf of Max on submission of scripts and treatments, plus one VHS 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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