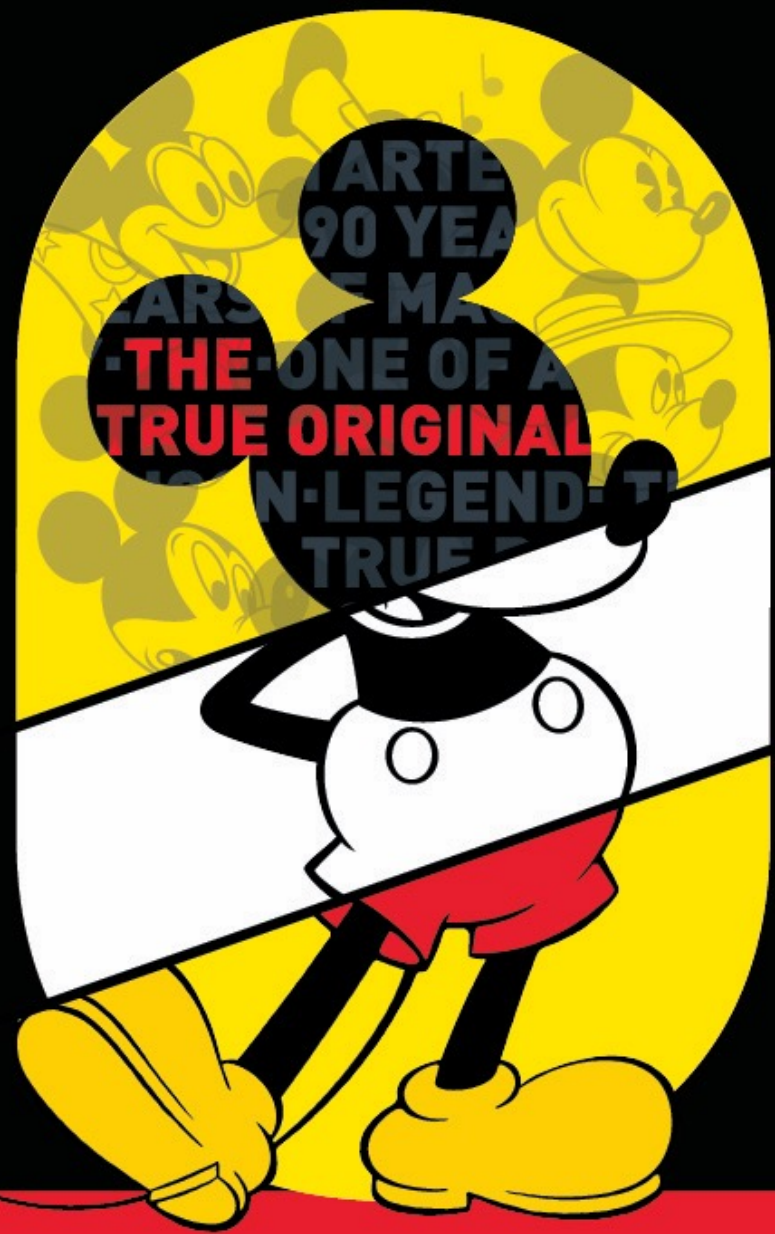


90



YEARS OF IMAGINATION

**THE DISNEY CHANNEL
NETWORK**



THE DISNEY CHANNEL NETWORK



Disney Junior brings to life magical and heartfelt storytelling alongside loveable, kind hearted characters, whilst incorporating specific learning and development themes designed for pre-school plus kids 2-7 (core 3-5) and their parents and caregivers.



Disney XD is a compelling mix of live-action and animated programming for kids age 6-14, hyper-targeting boys 7-11, transporting them into worlds of hilarious, outrageous and inspiring adventures.



Disney Channel is an inclusive channel that taps into the world of kids 6-14 (core 7-11) and families through imagination and everyday optimism. It encourages kids and families to celebrate who they are through stories and characters made just for them.

SPOT ADVERTISING



Cherry-picked spots



R 6000



R 1500



R 2000

PACKAGE ADVERTISING

One Week Package* 30s

Individual Rate	R 6,000	R 1,500	R 2,000
Package rate	R 32,000	R 26,000	R 32,000
No of spots	25	50	59
Discounted spot rate for package	R 1,280	R 520	R 542

Two Week Package* 30s

Package rate	R 55,000	R 35,000	R 55,000
No of spots	50	100	118
Discounted spot rate for package	R 1,100	R 350	R 466

*Packages valid from 1 August 2018 – 30 September 2018 only and subject to availability.

Please contact your Disney Account Manager for detailed show information, sponsorship and promotion enquiries.

NETT RATES

Duration	5"	10"	15"	20"	25"	30"	35"	40"	45"	50"	55"	60"
Multiply by	0,5	0,6	0,7	0,8	0,9	1,0	1,17	1,33	1,5	1,67	1,83	2,0

Rates exclude VAT, Standard T&C's apply

Disney Junior

Highlights



Muppet Babies (S1) New Episodes

Target Audience: Kids 2-7

Weekdays: 15:25

Series Synopsis:

The Muppets are back - better than event! This Disney Junior series chronicles the playroom antics of KERMIT, ANIMAL, GONZO, FOZZIE and PIGGY - and a new friend SUMMER PENGUIN! Each episode features two adventurous stories as they let their imaginations take them to the farthest corners of the universe. Whether they building a time machine, blasting off to outer space, or watching Gonzo launching himself out of a cannon, the sky is most definitely NOT the limit for these Muppet Babies



Mickey and The Roadster Races

Target Audience: Kids 2-7

Stunt: Mickey Birthday Weekend 17-18 November

Series Synopsis:

Mickey and Friends are on the move as they gear up for fun, comedy and adventure in Mickey and the Roadstar Racers! Set in the world of Hot Dog Hills, this series of 11-minute episodes features Mickey, Donald, Goofy, Minnie and Daisy who ran a super-cool garage where they take care of the transforming roadsters as they get ready for races around the town and around the world. When they not on the road with Mickey competing for trophies, Minnie and Daisy run their own business, The Happy Helpers, solving problems for anyone needing a helping hand.



Fancy Nancy Clancy (S1) New

Target Audience: Girls 4-7

Fancy Dress Party Starts 31 Dec at 9:00

Series Synopsis:

Six year old Nancy is high-spirited young girl who likes to be fancy in everything from her advanced vocabulary to her creative, elaborate attire. Excited to experience what the magnificent world has to offer, Nancy uses ingenuity and imagination to fancy her life and make the most of each day.





Highlights

Disney's DUCKTALES

DuckTales New Episodes

Target Audience: **Boys 7-11**

Launch date: **3rd November 09:00**

Series Synopsis:

An ALL-NEW ANIMATED COMEDY SERIES BASED ON THE EMMY AWARD WINNING SERIES TREASURED BY A GENERATION OF VIEWERS.

The new family comedy-adventure will once again take viewers along as SCROOGE MCDUCK, his curious and mischief making grandnephews HUEY, DUEY and LOUIE, the temperamental, DONALD DUCK and their trusty team WEBBY VANDERQUACK, LAUNCHPAD MCQUACK and MRS BEAKLEY, embark on high-flying adventures around the world.



Disney 11

Target Audience: **Boys 8-14**

Weekdays at **18:00**

Series Synopsis:

A gifted teen leaves home for a prestigious football academy where he'll discover truths about his family's history and lead his team to beat fierce rivals.



Star Wars Resistance

Target Audience: **Boys 8-14**

Saturdays at **09:30**

Series Synopsis:

KAZUDA XIONO ("KAZ"), is a young pilot recruited by the Resistance's POE DAMERON and BB-8 and tasked with a top-secret mission to spy on a growing threat of of the First Order.





Highlights



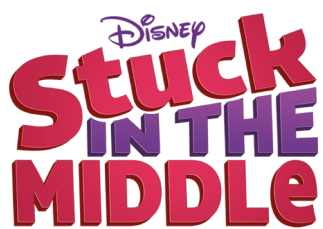
That's So Raven

Target Audience: Kids 6-9

New Episodes 17 Dec - 26 January 16:00

Series Synopsis:

Raven Baxter is an ordinary teen with an extraordinary gift. She has the ability to foresee the future, but her tendency to falsely predict upcoming events sends her family and friends on an emotional roller coaster! Getting her out of these predicaments are her loyal friends EDDIE and CHELSEA, her tolerant parents TONYA and VICTOR and her precocious brother CORY



Stuck In The Middle

Target Audience: Kids 6-9

Time: 26 November - 7th December 15:15

Series Synopsis:

"Stuck In The Middle", a single camera family comedy, centres around Diaz Family and is told from the point-of view of the middle child Harley, an engineering whiz who uses her interventions to navigate life as th middle child in a family of seven kids. Her family overlooked status proves to be both a blessing and a curse as she manoeuvres her way through everyday antics that come with being part of a big family.



Stuck In The Middle

Target Audience: Kids 6-9

Time: 26 November - 7th December 15:15

Series Synopsis:

Lost in a sea of spots, little Patch longs to stand out from the other puppies and dreams of being a "One Of A Kind Wonder Dog" like his favourite TV star. Thunderbolt. When Patch accidentally gets separated from his family, he takes the opportunity to meet his hero and, miraculously, finds himself in the real-life told of Thuderbolt sidekick.



RATE CARD

Disney Standard Terms and Conditions (www.disney.co.za/partnerships) for Media Sales apply to all Orders on all Disney Media Platforms.

This Rate Card is valid from 1 August 2018 up to and including 30 September 2018. The next Rate Card will be published on or about 1st of August 2018 and will apply to the period 1 October 2018 up to and including 31 December 2018. Thereafter all Rate Cards will be published quarterly.

This Rate Card is a net rate card.

All Orders, whether it be loose spots, packages or sponsorships are subject to availability at the time of transmission.

Any negotiated added value is subject to availability at the time of the order and transmission.

Only one advertiser brand and one duration will be accepted per package.

Loose spots and cherry-picked content will pre-empt package spots.

Acceptance of an order and the Disney Standard Terms and Conditions will be deemed the earlier of written approval by the client and Disney or the display, broadcast or other publication of the Campaign Creative.

Campaign Creative is to be sent via Adstream: Disney is not responsible for quality control of the video encoding, sound levels or format required for broadcast. This is handled by Adstream.

- All materials are to be sent via your local Adstream office. For broadcast on Disney Africa channels digital delivery will be via Adstream South Africa (Media Host):
- Existing Adstream users will upload materials, and place delivery instructions on the Adstream platform as per the usual Adstream process and workflow.
- New suppliers requiring Adstream access and account must contact Adstream South Africa (Media Host) directly on +27 (0)10 594 5147 or traffic@mediahost.co.za. Adstream login details and training will be provided by Adstream South Africa (Media Host), as required.
- Note that there is a separate fee payable to Adstream South Africa (Media Host) for delivery of material to Disney Africa channels.
- **Adstream Commercial File Delivery Specification for Disney Africa channels** is available for download on [www.disney.co.za/partnerships]
- Delivery of Materials is deemed to have been made only when the following requirements have been met:
 - Material has passed Adstream QC checks;
 - Material has passed Disney technical requirement checks;
 - Material has been approved by Disney Compliance and released to channels;
 - Material has transferred to channels; an
 - Relevant transmission instructions have been given.

Packages detailed on Telmar and Arianna are for guidance purposes only. Detailed spot plans are available as part of post Campaign.

For Telmar application purposes, the one and two-week packages have been formulated to run over the Campaign Period.

Any Order may be cancelled by either party provided that notice in writing is received and acknowledged by Disney or the Advertiser not less than nine (9) weeks before the Campaign Start Date. Cancellation or postponement requests for campaigns within nine (9) weeks before the Campaign Start Date shall be considered by Disney and may be accepted at Disney's absolute discretion subject to the following cancellation charges that apply to the entire campaign:

- Over 6 weeks from Campaign Start Date: 20% of Fees
- 29 to 42 days from Campaign Start Date: 35% of Fees
- 0 to 28 days from Campaign Start Date: 100% of Fees

All package spends may contribute toward committed spend/bulk buy commitments but will not qualify for volume discounts or added value.

RATE CARD

Disney Standard Terms and Conditions (www.disney.co.za/partnerships) for Media Sales apply to all Orders on all Disney Media Platforms.

Unless an Order is cancelled in accordance with this Agreement, Client who fails to deliver any Campaign Creative by the Deadline will remain liable to pay in full whether or not the Campaign Creative is displayed, transmitted or otherwise published. Disney reserves the right to retain all expenditure for any postponed campaign and to rebook the Campaign Creative during a mutually agreed period.

The fees in this Rate Card are the sole rates applicable for the Rate Card period and supersede any prior Rate Cards published.

All fees quoted exclude VAT or other relevant taxes.

All fees, other than for sponsorships, are based on 30 second commercials. Costs for shorter or longer spots are based on P-Levels as indicated at the bottom of the Rate Card.

Sponsorship fees are subject to negotiation between Disney and the Client.

Requests for specific breaks and or positioning within a break will be subject to a 10% loading fee.

All package spends may contribute toward committed spend/bulk buy commitments but will not qualify for volume discounts or added value.