



BOTSWANA TELEVISION RATES - 2010 marketing@gov.bw

ZONE	TIME	MONDAY - FRIDAY	SATURDAY	SATURDAY
T1	0600 - 0800	P 575.00		
T2	0800 - 1000	P 1, 504.20		
T3	1000 - 1200	P 1, 504.20	P 1, 587.00	P 1, 587.00
T4	1200 - 1400	P 1, 504.20	P 1, 587.00	P 1, 587.00
T5	1400 - 1759	P 1, 504.20	P 3, 532.80	P 3, 036.00
T6	1800 - 2159	P 2, 649.60	P 2, 649.60	P 2, 649.60
T7	2200 - 2359	P 1, 766.40	P 1, 766.40	P 1, 766.40
T8	2400 - 0600			
T9	Preferred Slot	P 3, 532.80	P 3, 532.80	P 3, 532.80

- The above advertising rates are based on a 30 second commercial.
- Preferred slot is 1 minute before OR after both the Setswana and English news, or as dictated by BTV.

Promotions for local companies

Duration: 05 minutes
 Time slots: Mondays 1945 to 2000 hours, Tuesdays 2045 to 2100 hours
 Thursdays 1945 to 2000 hours
 Cost: P 10, 350.00 per 5 minutes advert or promo

Direct to Home Sales

Duration: 30 minutes
 Time slots: Monday to Friday 1100 to 1200 hours or 2300 to 2400 hours, after Meribo
 Saturday and Sunday 2330 or 2400 hours after Meribo
 Cost: P 579.60/min for local companies and P 772.80/min for others

Product launch or event

Duration: 30 minutes
 Time: will be scheduled at the time of purchase of airtime
 Cost: P 13, 110.00/event, commercials will be charged separately at the applicable rate for the time at which the event will be broadcast.

GENERAL INFORMATION

Transmission hours: Monday to Friday 0600 to 2330 hours followed by France24
 Friday 0600 to 2330 hours followed by France24
 Saturday to Sunday 1000 to 2330 hours followed by France24

Material booking: Advertising material must reach BTV, on either Beta Cam SP
 Digi Beta, D9 tape or mini DV at least 2 days prior to lighting Date.

Note: Production costs for an indoor production of a graphical commercial are available on request.
 Cancellation fee of 25% will be charged for cancellations done later than two weeks before broadcast time.

NB: THE RATE CARD IS INCLUSIVE OF AGENCY COMMISSION AT 16.5% BUT EXCLUSIVE OF 10% VAT
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