

Important notice from DStv Media Sales to advertisers

Issued by [DStv Media Sales](#)

2 Aug 2017

DStv Media Sales is offering 25% bonus airtime for every rand of airtime bought by qualifying small agencies. The bonus airtime will be scheduled by DStv Media Sales in available inventory.

DStv Media Sales will offer the bonus airtime for a period of three years from 27 July 2017. There is an annual cap for this bonus airtime, so the offer will operate on a first-come-first-served basis.



In order to qualify for this offer, agencies must:

- have a turnover in billings of less than R50 million per annum – confirmed by either independent external auditors or independent accounting practitioner.
- be majority black-owned as defined in the Broad Based Black Economic Empowerment Act 53 of 2003 and the relevant BBBEE Codes and must provide adequate proof of its BBBEE status before the bonus airtime will be granted.

DStv Media Sales reserves the right to request any further information in order to confirm that agencies meet the above qualifying criteria. Airtime campaigns booked will carry the normal trading terms and conditions for DStv Media Sales. A copy of the Terms and Conditions can be found on the DStv Media Sales website at www.dstvmediasales.com.

This offer is part of the overall settlement reached between DStv Media Sales and the Competition Commission and aims to assist small media agencies and improve and transform our industry.

If you would like to book airtime, please contact Leanne Katemba on 011 329-5537, Leanne.katemba@dstvmedia.com.

Best wishes and thank you for your ongoing support.

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