



CHAI FM 101.9

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ChaiFM Black Friday 2024 Airtime Agreement

Thank you for your interest in ChaiFM.

The following sections form the agreement for the Black Friday 2024 Deal:

Section 1 – Terms and Conditions

Sections 2 – Advertiser Details

Sections 3 – Billing Details

Section 4 – Campaign Details

Section 5 - Authorisation

If you have any queries, please email kathy@chaifm.com

Section 1 - Terms and Conditions

Please read and familiarise yourself with these T's and C's

1. Unless the context otherwise requires:
 - 1.1 "ChaiFM" shall mean 101.9 ChaiFM, A Non-Profit Company founded under section 21 of the companies act. Reg no 2005/036845/08
 - 1.2 "The Advertiser" shall mean the company, individual or agency that is/are party to this contract.
2. The Advertiser undertakes to deliver to ChaiFM all audio for broadcast no less than 48 hours prior to the campaign beginning.
3. All Black Friday 2024 deals that are undertaken with ChaiFM are subject to these terms and conditions.
4. Any agreement that varies from the terms in this agreement, or any consensual cancellation, shall not be valid unless reduced to writing and is signed by both parties.
5. The ChaiFM Black Friday 2024 Deal is for the purchase of 300 (three hundred) 30 second airtime spots that are discounted by 80% (eighty percent).
6. The 300 spots will be spread over 3 months at 100 spots per month during radio prime time.
7. Radio Prime time is between 6am and 6pm Monday to Friday.
8. The advertisers airtime spots will be placed at 5 airtime spots per day between 6am and 6pm.
9. The advertiser has 12 months, between 30 November 2024 and 29 November 2025 to use the Black Friday Deal.
10. Should the advertiser not use the purchased airtime spots within the above mentioned 12 month period, the advertiser shall forfeit the airtime and not be entitled to any reimbursement or refund of the purchase price paid.
11. The airtime value of the 300 airtime spots is R249 000 (two hundred and forty nine thousand Rand). The Black Friday Deal is the applied discount of 80% to the airtime. With the applied discount the Black Friday Deal is R45 000 (forty five thousand Rand) in total.
12. The R45 000 is the total amount the advertiser shall pay for the airtime.
13. The payment of the R45 000 shall be made in full to ChaiFM and cleared by the 29th of November 2024 in order for the advertiser to take advantage of this Black Friday 2024 deal

otherwise the regular ChaiFM rate card tariffs shall apply.

- 14. Prior to the campaign starting, ChaiFM shall furnish the advertiser with an airtime schedule illustrating the scheduled times for the advertiser airtime spots. Each month that the campaign is active, ChaiFM shall provide the advertiser with audit logs of the precise times the commercials were broadcast.
- 15. There are a limited number of Black Friday deals therefore ChaiFM is entitled to enforce a 100% fee on cancellations. All cancellations are to be done in writing.
- 16. The signatory, on an order, warrants that he/she is duly authorised to contract with ChaiFM in connection with the Black Friday 2024 airtime ordered.
- 17. The onus is on the advertiser to check, ensure and confirm that all radio commercials placed meet with the standards and codes required by the Advertising Regulatory Board (ARB) . Failure to do so will mean that the advertiser has taken on the responsibility of any legal action arising from the airing of such an advert/ commercial.
- 18. All business is undertaken subject to the above conditions and this contract shall become binding on the advertiser once this contract has been signed.

Section 2 – Advertiser Details

Company Name: _____

Postal Address: _____

Physical Address: _____

Contact person: _____

Telephone Number: _____ Mobile Number: _____

Email address: _____

Brand being advertised: _____

Section 3 – Billing Details

Company Name for Invoice: _____

VAT Registration Number: _____

Postal Address: _____

Physical Address: _____

Contact person: _____

Telephone Number: _____ Mobile Number: _____

Email address: _____

Initial _____

How many Black Friday Deals are you purchasing?



Campaign Cost (total) _____

Section 4 – Campaign Details

Which 3 months (between 30 November 2024 and 29 November 2025) do you want your campaign to run? Note: They do not need to be consecutive months.

Month 1 _____

Month 2: _____

Month 3: _____

Campaign name (if applicable) _____

Do you already have recorded audio? _____

Initial _____

Section 5 - Authorisation

For the Advertiser:

Duly authorised signature _____ ID Number _____

Print name: _____ Date: _____

For ChaiFM:

Duly authorised signature _____

Print name: _____ Date: _____