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**O R A C L E**  
AIRTIME SALES (PTY) LTD

September 2010

## **ATTENTION: ALL ADVERTISERS & AGENCY PARTNERS**

### **Material Deadlines across all channels**

Further to previous correspondence in this regard, you will recall that we have recently implemented a strict **72 hour material deadline** so that we can adhere to a **48 hour schedule lock down** whereby no adjustments can be made to any schedules within a 48 hour time frame.

Implementation of the above has significantly eased pressure on our channel partners and within our sales administration area leading to a marked improvement (up to 80%) in eliminating errors, problems & on-air disruptions. We really appreciate all of your assistance in complying.

Along with our channel partners, Oracle has decided that the above deadlines will continue to be enforced on an ongoing basis. Unfortunately one late piece of material can have a knock-on effect across a log schedule, unfairly affecting all the other advertisers in the break.

We believe that ongoing implementation of the above will assist us in providing better service to all our advertisers and channel partners. Importantly, our standard terms and conditions stipulate a 5 working day material deadline so 72 hours is in fact already a concession.

Please note that the above will be strictly enforced and no exceptions will be made.

Many thanks in advance for your understanding.

**CHRIS HITCHINGS**  
**DIRECTOR: OPERATIONS**

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