



BRANDSPHERE MEDIA

SQUEEZEBACK PACKAGES - OCTOBER 2025

How to Use:

Apply during high-viewership shows.
For best results, repeat weekly.

SqueezeBack Benefits:

Always On-Screen:

Your brand stays live while the show rolls.

Maximum Attention:

No skip. No switch. Just eyes on you.

Premium Placement:

Front and centre, in real time.

Seamless Fit:

Smooth integration, powerful recall.



Tried. Tested. Trusted.



| DRAMA BLOCK TAKEOVER | Mon - Fri @ 18:00-22:00

Elements	Duration	Number of Spots	Total Exposure Value	Cost to Client
10" SQUEEZEBACK	10 seconds	16	R 1 958 400,00	R 1 175 040,00



| VARIETY TAKEOVER | Mon - Fri @ 18:00-22:00

Elements	Duration	Number of Spots	Total Exposure Value	Cost to Client
10" SQUEEZEBACK	10 seconds	16	R 649 440,00	R 389 664,00



| BBC BLOCK TAKEOVER | Mon - Fri @ 18:00-22:00

Elements	Duration	Number of Spots	Total Exposure Value	Cost to Client
10" SQUEEZEBACK	10 seconds	16	R 138 240,00	R 82 944,00

T&Cs apply. Packages exclude VAT.

Rates based on the October 2025 Rate Card.