

Rate Card 2018

Package	Min No. of Airings per day	Duration (Maximum)	Production* (per advert)	Terms	Min Total Airings	Max Cost Per week	Max Cost Per day	Max Cost Per airing	Package Cost Monthly
Bullseye Package	24 (Every hour after the News)	30 sec	£100.00	Minimum 1 month	672	£80.00	11.43	£0.48	£320.00
Peak Package	8	30 sec	£100.00	Minimum 1 month	56	£50.00	£7.14	£0.89	£200.00
Non Peak Package	8	30 sec	£100.00	Minimum 1 month	56	£30.00	£4.29	£0.54	£120.00
Sponsorship Package	Show Sponsorship (see below)	30 Sec Before and After Show	£100.00	Minimum 1 month		£30.00			£120.00
Varied Package	8 randomly placed	30 sec	£100.00	Minimum 1 month	56	£25.00	£3.57	£0.45	£100.00

* For £100 we will produce a track of up to 30 seconds with client's own script, client's choice of male/female voiceover artist and royalty free music/sfx backing

Optional Extra Production services	
Service	Cost (additional to standard)
MCPS Backing (Known track backing)	£299 (includes cost of licence)
Script Production	from £30
Production Editing	£50

Times	Peak / Non Peak	Can be placed at any time
12am - 4am	Non-peak	On the hour / Every hour
4am - 6am	Non-peak	Yes
6am - 10am	Peak	Yes
10am - 1pm	Non-peak	Before the show / After the show
1pm - 4pm	Non-peak	On the hour / Every hour
4pm - 7pm	Peak	Yes
7pm - 10pm	Peak	On the hour / Every hour
10pm - 11pm	Non-peak	Yes
11pm - 12am	Non-peak	On the hour / Every hour

For current show times / scheduling , please see website for details.

Indicated peak is when peak listening figures occur and as such may change without notice.

If peak listening hours change during a campaign you will be notified accordingly.