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Advertising

Type of Production:

- Content designed directly to promote a brand, product or service to the general public
- Projects with paid media spend (e.g. pre-rolls/paid social posts)
- Productions that have a call to action (eg 'Buy now!')

Good to know . . .

- Licences last for the life of production*
- Full Network Radio Advertising rates include online exploitation through simulcast radio services
- Linear TV includes terrestrial and online simulcast transmission only
- VOD includes all forms of video on demand services (e.g. AVOD, BVOD, SVOD, TVOD)
- Per track rates allow unlimited direct cut downs and tag end changes within the initial 12 month period*
- Campaign rates cover 1 track across unlimited adverts of a developing theme for a single product within the initial 12 month period*
- If you've made an application previously and require additional rights, please get in touch about a top-up licence
- If you are hosting the content on your own website, you may require a Performing Right Online Licence (PROL) to cover the communication to the public right. Please refer to the **PROL** rates on page 12

**Any such edits/versions broadcast within the initial 12 month term are cleared for the lifetime of the production. Any new edits/versions created and broadcast after this time will require additional licensing*

Media	Territory	Per 30s	Per Track	Per Campaign
All Media	Worldwide	£8,250	£12,375	£19,800
	Single Continent	£4,375	£6,563	£10,500
	UK & Eire (or any other single country)	£3,125	£4,688	£7,500
Linear TV (all channels)	Worldwide	£5,850	£8,775	£14,040
	Single Continent	£2,750	£4,125	£6,600
	UK & Eire (or any other single country)	£1,750	£2,625	£4,200
Video On Demand Services (VOD)	Worldwide	£2,000	£3,000	£4,800
	Single Continent	£1,060	£1,590	£2,545
	UK & Eire (or any other single country)	£760	£1,135	£1,820
Online excl. VOD	Worldwide	£750	£1,125	£1,800
Radio: Full Network	UK & Eire (or any other single country)	£950	£1,425	£2,280
Radio: Single Local Station	Local/Regional	£75	£115	£184
Cinema or DVD ads	Worldwide	£1,000	£1,500	£2,400
Public Location		£210	£315	£504

 **Unsure which rates apply to your online content?**
Please refer to our guide on [page 3](#)

Need further support in finding the right rate for your production?
Please contact the licensing team

All rates are exclusive of VAT

For more information visit prsfmusic.com/pm

Contact +44 (0)20 3741 3888 or applications@prsfmusic.com

Only productions synchronised in the UK can be licensed through our Rate Card