



## ADVERTISING

### New for 2012 - Online Streaming included

		Per 30 second unit (or part thereof)	Per Track	
		Per 30 Seconds	Per Track	
All Media	All Media - World	£7,000	£10,500	
TV Ads/ Sponsorship Idents	Single Digital, Cable, Satellite or Region of Terrestrial Channel (any single country)	£350	£500	online included
	Single Terrestrial Channel or All Cable and Satellite Television (any single country)	£950	£1,450	online included
	All forms of television (UK & ROI or any other single country)	£2,400	£3,750	online included
	Europe (or any other one continent)	£3,000	£4,250	online included
	World	£5,700	£8,500	online included
Radio Ads	Single Restricted Service Licence	£15	£30	
	Single Local Station, or region of national / ILR / DAB / London Station / Capital Radio	£70	£100	
	Single National Station	£500	£750	online included
	Full Network incl. Nationals (UK & ROI or any other single country)	£900	£1,350	online included
	Europe (or any other single continent)	£1,100	£1,650	online included
	World	£1,600	£2,650	online included
Online & Mobile	<b>New</b> 'Making of' streamed videos - non-advertising	£150	£300	
	All sites (Stream) – World	£300	£500	
	All Sites (Download/Viral Campaign/ Stream) – World	£500	£800	
Other Ads	Cinema or DVD Advertising - World	£600	£950	online included
	Audio Visual Public Location - World	£200	£350	
	Audio Only Public Location – World	£80	£140	

Campaigns, or blanket deals: Negotiable Rates Available Call 0208 378 7500

■ Please see over for defined terms

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Where TV advertising rates are charged according to region, your application must specify one of the following:

### ITV Regions:

Anglia, Border, Channel Islands, Carlton, LWT, Central, Channel, Grampian, Granada, HTV, Meridian, STV, Tyne Tees, Ulster, West Country, Yorkshire.

### Channel 4 Regions:

London, South, Midlands, North, Scotland, Ulster

### Channel 5 Regions:

North, Scotland, South, Central, Ulster.

## DEFINED TERMS

- **Per 30 Seconds (or part thereof)** – clears a 30 second unit (or part thereof) for use within a single advertisement.
- **Track** – an entire song including rights in the musical work and sound recording.
- **Per Track** – clears a Track for use within a single advertisement allowing unlimited revisions, cut-downs and tag ending changes.
- **Revision** – a minor cosmetic change to an advertisement, largely unnoticeable to the viewer.
- **Cut-down** – a shortened version of an advert where no new content is added.
- **Tag ending changes** – minor change to the message at the end of an advertisement (e.g. change from sale starts Monday to sale starts tomorrow).
- **All Media** – clears the relevant unit - either per 30 second unit (or part thereof) or per Track - for use within all media including but not limited to TV, radio, online, physical product, theatrical, or public location.
- **The rights in each advertisement are cleared in perpetuity, except where specified as part of a negotiated agreement.**



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