

## ADVERTISING OPPORTUNITIES ON PREMIER.TV

On-connect ad spots are positioned in front of Premier's Top 30 programmes, ensuring that your message is seen the optimum number of times in front of Premier.tv's most popular programmes. Only 30sec spots are available on-connect.

### ON-CONNECT AD SPOT

Delivers minimum 4,000 ad plays per month  
 Min. campaign: 1 month

Cost per month:	£125	30SEC SPOT
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We are able to receive advertisements in PAL format Mini DV, DVCAM or DV tape. The Premier.tv team will arrange for your advertisement to be encoded and uploaded to the Premier.tv website free of charge.

In some cases we are able to accept advertisements on DVD. However, please note that the turnaround times for broadcast will be longer.

In some limited cases we are able to accept already encoded advertisements uploaded to our FTP server. Please note that encoding must be in accordance with our specifications

## TV ADVERTISING PRODUCTION

Premier offers a full TV advertisement production facility (including scriptwriting, voiceovers, production, delivery). Sample ads are available to view on request

### PRODUCTION CHARGES

Ads for use on Premier.tv only  
 Cost per 30 sec spot

STILLS AD (no voice) from £350	STILLS AD (with voice) from £400*	FOOTAGE AD from £500*
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### INDEPENDENT TV PRODUCTION (ads for use on any TV station)

Cost per ad - 30/60 sec spot

FOOTAGE AD from £1500	FOOTAGE AD (inc Premier.tv 30sec spot) from £1700
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**SPECIAL OFFER: PREMIER.TV ADVERTISERS ALSO PRODUCING A RADIO ADVERTISEMENT QUALIFY FOR A REDUCED RADIO PRODUCTION FEE OF £150 (SAVING £70)**

## MASTHEAD BANNER ADVERTS

The Masthead banner provides a premium advertising position for high profile campaigns and a maximum of 6 advertisers in the position guarantees substantial impact for its advertisers.

### MASTHEAD BANNER AD

See separate rate card for production costs  
 Delivers unlimited impressions per month  
 Min. campaign 1 month

Cost per month	STANDARD BANNER £200	EXPANDABLE BANNER** £300
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\* Use on other stations will attract usage fees. Fees on application  
 \*\*expandable banners are subject to availability (banners expand on rollover)  
 Campaigns will go live within 72hrs of receipt of produced advertisement  
 Premier reserves the right to reject any adverts its considers unsuitable for broadcast



## PREMIER.TV STUDIO HIRE RATECARD

We offer a 10% discount for registered charities. Please advise us of your charity number when booking.

### Specifications for the studio and hire facilities are as follows: -

#### Studio space:

(590 Sq Ft or 54.81 Sq M)

#### Studio equipment

##### Cameras

- Three Sony 3CCD DVCAM (2x PD170's, 1x HDR-FX1)

##### Lighting:

Full overhead lighting rig comprising of:

- 4x Photon Beard Highlight 110 Fluorescent Lights (DMX control)
- 2x Photon Beard Highlight 330 Fluorescent Lights (DMX control)
- 1x Photon Beard Radiant 170 soft spot Fluorescent Light (DMX control)
- 3x Strand Redhead 800w spotlights w/barn-doors
- 2x Generic Spotlights w/ adjustable focus and barn-doors

##### Sound

- 4 handheld microphones (Shure SM58)
- 3 clip mics (Sony ECM-77B)
- Multi-channel sound mixer
- Compressor

##### Setting

- Matte black and white cycloramas
- Four low settee chairs; 2 chairs
- Low coffee table; 2 floor-standing plants and 1 table plant
- 1x plasma screen - video source from DVD

##### Facilities

- Autocue
- Full sound and vision for both mime to playback and acoustic music performances. Please note: the studio isn't fully soundproofed so some restrictions may apply

### Hire Costs

Half day (4 hours)	£500
Hourly rate thereafter	£100

Cost includes electricity, all equipment, sound technician, camera lighting technician, vision mixer and studio resource manager

Dry hire (studio and gallery)	£375 half day
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### Additional services

#### Producer

Full day (8 hours)	£150
Half day (4 hours)	£75
Hourly rate thereafter	£50

#### Extra camera crew

POA

#### Post Production facilities with Editor (Final Cut Pro)

Full day (8 hours)	£250
Half day (4 hours)	£150
Hourly rate thereafter	£50

#### Presenter training

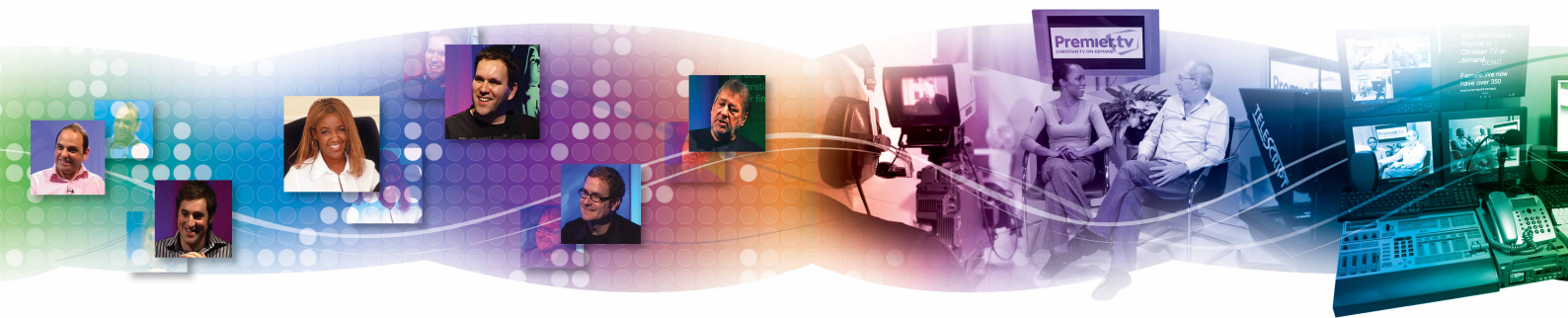
Half day rate	£500
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#### Voice coaching

Half day rate	£500
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All prices are exclusive of VAT at the applicable rate.

Every booking is subject to an initial face to face consultancy with one of our Producers to go through your production needs, ensuring the best possible use of your studio time and creating a uniquely bespoke product for you. This is charged at £100 and is fully refundable against your final booking.



## EXAMPLE CHARITY TV STUDIO HIRE PACKAGES

Prices and times are examples and subject to each project requirement.  
All prices are exclusive of VAT at the applicable rate.

**Presenter available for all:** POA

### **PACKAGE 1 Interview - 15-30 minute end product**

Total price: £500

Charity rate: £450

Studio booking - to include edit time: Half day £500

Including lighting and sound set up, sound technician, lighting camera director, basic edit.

### **PACKAGE 2 Interview - 15-30 minute end product professionally produced**

Total price: £650

Charity rate: £585

Studio booking - to include edit time: Half day £500

Including lighting and sound set up, sound technician, lighting camera director, basic edit.

Producer - to include pre production script supervision, post production edit supervision and studio direction: Full day £150

### **PACKAGE 3 Studio based promo - up to 5 minute final product**

Total price: £650

Charity rate: £585

Studio booking: 2 hours £250

Including lighting and sound set up, sound technician, lighting camera director.

Producer - to include pre production script and running order supervision, post production edit supervision and studio direction: Full day plus one hour £200

Creative edit supervised by Producer - to include graphics and footage provided by client: 5 hours £200

### **PACKAGE 4 Studio based promo - up to 15 minute final product**

Total price: £1175

Charity rate: £1057.50

Studio booking: 2 hours £250

Including lighting and sound set up, sound technician, lighting camera director.

Producer - to include pre production script and running order supervision, post production edit supervision and studio direction: two and a half days: £425

Creative edit supervised by Producer - to include graphics and footage provided by client: 2 full days £500

**If you would like to discuss using  
Premier.tv's studios, please contact us on  
020 7316 1300 or email [sales@premier.org.uk](mailto:sales@premier.org.uk)**