



## RADIO ADVERTISING

Spots can be the following lengths:

Length	London*	Nationwide* (Inc London)
10 seconds	11.00	14.00
20 seconds	18.00	22.50
30 seconds	22.50	28.00
40 seconds	29.00	36.50
50 seconds	38.00	47.50
60 seconds	42.00	52.50

\*London: DAB & MW \*Nationwide: DAB & all digital platforms

For an additional charge you can guarantee -

- A **premium** time band or show at 30% more
- A specific **premium** commercial break at 50%

*Premier premium time bands are between -*

*0500-1100, 1600-1900 and 2100-2400 on Monday to Friday*

*0800-1000 and 2100-2300 on Saturday*

*0700-1000, 1200-1500 and 2100 - 2300 on Sunday*

*Standard non-premium campaigns are scheduled  
midnight to midnight*

## VOLUME DISCOUNTS

The more you spend, the greater the discount you earn.

Spend	As a general guideline Discount
£2,000 campaign	up to 10% discount
£3,000 campaign	up to 12.5% discount
£5,000 campaign	up to 17.5% discount
£7,000+ campaign	up to 25% discount

Discounts on the rate card are available for 'volume advertisers' at our discretion.

Volume is based on level of spend per campaign.

Effective 01/10/09

All rates are subject to VAT @ standard rate when applicable