



RADIO AND ONLINE ADVERTISING

Radio 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

On-line advertising is included in all advertising campaigns

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

Advertising Package:

Description	London*	Nationwide* (Inc London)
Minimum Advertising	£925	£1,035

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

Please note: Advertisers/events with nationwide appeal will qualify for carriage on National DAB and all digital platforms. Please speak to your Account Manager about requirements.

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