

## CAMPAIGN EXAMPLES

### Suggested packages

Campaign	London*	Nationwide* (Inc London)
<b>4 OR 5-DAY CAMPAIGN</b>		
20 x 30 second commercials with standard commercial production 1 x ad message box in Ignite or Premier News	£925	£1,035
<b>7-DAY CAMPAIGN</b>		
30 x 30 second commercials with standard commercial production 1 x ad message box in Ignite or Premier News	£1,150	£1,315
<b>10-DAY CAMPAIGN</b>		
50 x 30 second commercials with standard commercial production 1 x ad message box in Ignite or Premier News	£1,600	£1,875

Please note that our minimum London only campaign value is £925 and minimum Nationwide campaign value is £1,035

Rates do not include guaranteed spot times or any additional commercial production costs.

For other options please speak to your sales executive.

Standard non-premium campaigns are scheduled midnight to midnight.

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

Effective 01/10/09