

# » Rate Card

## Spot Rates [Effective from January, 1st 2011]

R.O.D.	(06.30 to 1900)	€63
T.A.P.	(06.30 to 0000)	€50
Nighttime	(1900 to 06.30)	€36

## Run of Day Package

Monday to Sunday

	Spot Rate	Total
14 spot package	€60	€840
21 spot package	€58	€1,218
28 spot package	€56	€1,568
35 spot package	€53	€1,855

## Total Audience Packages

Monday to Sunday

	Spot Rate	Total
14 spot package	€49	€686
21 spot package	€47	€987
28 spot package	€44	€1,232
35 spot package	€40	€1,400

To place spots at specific times a premium of 20% of order value will apply.

## Special Lengths

10"	-45%
20"	-20%
40"	+33%
50"	+60%
60"	+80%

### TERMS & CONDITIONS:

- 1 Signed orders are binding. Seven days notice of cancellation is required during which all airtime will be billed.
- 2 Pre-payment required from first time advertisers.
- 3 Credit is strictly 30 days. Late payments may incur a debt collection charge.
- 4 All prices exclude VAT at 21%
- 5 Commercial Production charges apply once signed scripts are produced. Changes are chargeable.
- 6 All copy subject to station and regulatory copy clearance.
- 7 Campaigns through the Irish language will benefit from 20% bonus airtime
- 8 Charities are entitled to 25% bonus airtime.
- 9 Total Audience Package - 60% Daytime, 40% nighttime

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