



# Rate Card



Part of the **UTV Media** group  
Active 1st **JANUARY 2011**

## Pro Rata Spot Lengths

10"	15"	20"	40"	45"	50"	60"
55%	70%	80%	+33%	+40%	+60%	+80%

RATE CARD	TOTAL	96fm	C103
Prime Time (06.30-19.00)	€244	€216	€92
Total Audience (06.30-24.00)	€191	€159	€69
Evening Time (19.00-24.00)	€73	€66	€29
Night Time (24.00-06.30)	€25	€25	€25

## TOTAL CORK

PRIME TIME	TOTAL	SPOT AVERAGE	TOTAL AUDIENCE PACKAGE	TOTAL	SPOT AVERAGE
14 spots	€3248	€232	14 spots	€2548	€182
21 spots	€4620	€220	21 spots	€3633	€173
28 spots	€5852	€209	28 spots	€4592	€164
35 spots	€6895	€197	35 spots	€5425	€155

## CORK'S 96fm

PRIME TIME	TOTAL	SPOT AVERAGE	TOTAL AUDIENCE PACKAGE	TOTAL	SPOT AVERAGE
14 spots	€2870	€205	14 spots	€2118	€151
21 spots	€4074	€194	21 spots	€3003	€143
28 spots	€5152	€184	28 spots	€4808	€136
35 spots	€6090	€174	35 spots	€4480	€128

## C103

PRIME TIME	TOTAL	SPOT AVERAGE	TOTAL AUDIENCE PACKAGE	TOTAL	SPOT AVERAGE
14 spots	€1218	€87	14 spots	€910	€65
21 spots	€1743	€83	21 spots	€1281	€61
28 spots	€2184	€78	28 spots	€1624	€58
35 spots	€2590	€74	35 spots	€1925	€55

**UTV Radio Solutions,**  
Macken House,  
39-40a Mayor Street, North Wall,  
Dublin 1.

**T:** 01 850 6587  
**F:** 01 846 1975  
**E:** firstname@utvradio.ie

**Cork's 96fm,**  
Broadcasting House,  
Patrick's Place, Cork

**T:** 021 455 1596  
**F:** 021 455 1500  
**E:** info@96fm.ie  
**W:** www.96fm.ie

**C103 (West),**  
Weir Street,  
Bandon, Co Cork

**T:** 023 88 43 103  
**F:** 023 88 44 294  
**E:** info@c103.ie  
**W:** www.c103.ie

**C103 (North),**  
Goulds Hill,  
Mallow, Co Cork

**T:** 022 42 430  
**F:** 022 42 488  
**E:** info@c103.ie  
**W:** www.c103.ie

**TERMS AND CONDITIONS:** Spots fixed within specific time bands (other than those shown) will incur a 20% charge. Charities will receive 25% bonus airtime. Volume discount deals available on request. All packages run on a 7 day basis. TAP (total audience package) allocation: 60% prime time, 40% night time. All packages distributed at the stations discretion within the outlined time bands. All commercials subject to station approval. All costs subject to VAT. Production charges not included in overall rates. Spots cancelled within one week of transmission will be charged at 100%.