

Rate Card

Effective 1st January 2011
 Rates shown: Avg 30" Spot

Daytime Packages

Monday to Sunday 0630-1900

35 Spot Package	€176	€6,160
28 Spot Package	€186	€5,208
21 Spot Package	€195	€4,095
14 Spot Package	€205	€2,870
Unit Rate	€215	

Total Audience Packages

Monday to Sunday 0630-2400 (60% Daytime - 40% Night-time)

35 Spot Package	€144	€5,040
28 Spot Package	€153	€4,284
21 Spot Package	€160	€3,360
14 Spot Package	€167	€2,338
Unit Rate	€174	

Night Time Package

Monday to Sunday 1900-0100

Per. 30" Spot	€103
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Strawberry - Jam Package

Monday to Sunday 5x 0700 -0900, 5 x 1700-1900

10 Spot Package	€275	€2,750
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The One and Only

Solus ad in .05 break 0705-1905 subject to availability

Per. 30" Spot	€330
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Conversion Rates

Avg. 30" Sec	10"	15"	20"	25"	40"	50"	60"
% per spot	55%	70%	80%	90%	133%	160%	180%

Terms & Conditions

- Registered Charities - 25% Bonus Airtime
- Irish Language Adverts - 15% Bonus Airtime
- All Bonus Airtime - Best times available
- 20% Fixing Charge
- All commercials are subject to approval

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