



# Rate Card 2011



## 30 Second Spot Rate

06.30 to 19.00 (Peak Time)	<b>€76</b>	19.00 to 24.00 (Off Peak)	<b>€25</b>
06.30 to 24.00 (T.A.P.)	<b>€56</b>	24.00 to 06.30 (Off Peak)	<b>€13</b>

## Audience Packages

	Peak Time 06.30am-7pm	Spot Ave.	Total Audience 06.30 to 24.00	Spot Ave.
14 Spots	<b>€980</b>	€70.....	<b>€756</b>	€54
21 Spots	<b>€1,407</b>	€67.....	<b>€1,029</b>	€49
28 Spots	<b>€1,792</b>	€64.....	<b>€1,260</b>	€45
35 Spots	<b>€2,170</b>	€62.....	<b>€1,505</b>	€43

## Pro Rata Spot Rate

10sec -45%	40sec +33%
15sec -30%	50sec +60%
20sec -20%	60sec +80%

## Conditions/ Special Incentives

- First time Advertisers plus 10% bonus airtime.
- Spots fixed within specific hour time bands +20%
- Charities will receive 25% bonus airtime
- Volume discount terms, based on long term commitments available on request
- All commercials are subject to station approval
- All rates are subject to V.A.T. at current rates.
- Commercial production €100 per commercial.
- All packages based on 7 day placement
- Total Audience Package - 60% Daytime, 40% nighttime
- Cancellations must be received and acknowledged at least 7 days in advance of first transmission date. Cancellations within 1 week will be invoiced.

On Air Competitions **€1000 Per Week Min.**

On Site Promotions with

The Bay Patrol **€175 Per Hour**

Outside Broadcasts from

the GBFM Baycaster

@ **€1850 for 3 Hours**



Sandy Road,  
Galway.

Phone 091-770000 / 77

Fax: 091-752689

email:sales@galwaybayfm.ie

[www.galwaybayfm.ie](http://www.galwaybayfm.ie)

UTV Radio Solutions, Macken House,  
39-40A Mayor Street, North Wall, Dublin 1.  
Tel: 01- 850 6587 email: sales@utvradio.ie

Rate Card effective 1st Jan 2011