

RATECARD

Effective 1st January 2011

LIMERICK'S
LIVE95FM

Prime time:	06.30 - 19.00	€85
Total Audience:	06.30 - 24.00	€68
Evening time:	19.00 - 24.00	€31
Night time:	24.00 - 06.30	€11

Prime time	Package Costs	Spot Average
14 spots	€1120	€80
21 spots	€1533	€73
28 spots	€1932	€69
35 spots	€2275	€65

Total Audience	Package Costs	Spot Average
14 spots	€910	€65
21 spots	€1197	€57
28 spots	€1484	€53
35 spots	€1680	€48

Conditions/Special Incentives

- Spots fixed within time bands +20% charge.
- All packages based on 7-day placement.
- Charities will receive 25% bonus airtime.
- All commercials subject to station approval.
- Production charges not included in airtime costs, available on request.
- All costs subject to VAT @ 21%.
- Volume discount deals available on request.
- Cancellations must be received and acknowledged by the station in writing at least 7 days in advance of the first transmission date.
- Spots cancelled within one week of transmission will be charged at 100%.
- Total Audience Package - 60% Daytime, 40% Nighttime

PRO RATA Spot lengths

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

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