

Base	Daytime	Total Audience	10"	15"	20"	35"	40"	50"	60"
Spot Rate 30"	€124	€107	55%	70%	80%	+16.5%	+33%	+60%	+80%

PRIMETIME PACKAGES

Monday to Sunday 6.30am to 7pm

	Average 30" Spot	20"	30"	40"
35 spot package	€101	€2,835	€3,544	€4,714
28 spot package	€107	€2,394	€2,993	€3,980
21 spot package	€113	€1,890	€2,363	€3,142
14 spot package	€118	€1,322	€1,652	€2,197

- Volume discount available on application.
- A discount of 50% will apply for all commercials which 100% use of the Irish language.
- Charity advertising will qualify for 25% bonus airtime.
- A surcharge of 20% will be applied to all time fixed commercial spots.
- All advertising copy is subject to guidelines and programming approval.
- Production charges, where applicable, are not included in overall rates.
- Terms are 30 days nett.
- Total Audience Package - 60% Daytime, 40% nighttime

TOTAL AUDIENCE PACKAGES

Monday to Sunday 6.30am to Midnight

	Average 30" Spot	20"	30"	40"
35 spot package	€79	€2,205	€2,756	€3,666
28 spot package	€84	€1,890	€2,363	€3,142
21 spot package	€90	€1,512	€1,890	€2,514
14 spot package	€98	€1,098	€1,372	€1,825

NIGHT TIME

Monday to Sunday 7pm to 1am

	Average 30" Spot	20"	30"	40"
	€45	€36	€45	€61

CONTACT:

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