

[ADVERTISING]

		Per 30 second unit (or part thereof)	Per Track ■	
		Standard Ad	Advert Plus ■	Campaign ■
All Media	All Media - World	£7,000	£10,500	£15,000

		Standard Ad	Advert Plus ■	Campaign ■
TV Ads/ Sponsored Idents	Single Digital, Cable, Satellite or Region of Terrestrial Channel	£150	£250	£500
	Single Terrestrial Channel / All Cable and Satellite Television	£750	£1,200	£2,000
	All forms of television – UK & ROI (or any other one country)	£2,200	£3,500	£5,000
	Europe (or any other one continent)	£2,800	£4,000	£6,000
	World	£5,500	£8,250	£12,000

		Standard Ad	Advert Plus ■	Campaign ■
Radio Ads	Single restricted service licence	£15	£30	£50
	Single Local Station *	£70	£100	£200
	Single National Station	£400	£600	£1,200
	Full UK & ROI Network incl. Nationals (or any other one country)	£800	£1,200	£2,400
	Europe (or any other one continent)	£1,000	£1,500	£3,000
	World	£1,500	£2,500	£4,000

* Or Region of a National / ILR / Satellite / DAB / London Station / Capital Radio

		Standard Ad	Advert Plus ■	Campaign ■
Online & Mobile	Client and Agency Site (Stream) - World ●	£35	£50	£100
	All Sites (Stream) - World ●	£200	£400	£600
	All Sites (Download/Viral Campaign/Stream) - World ●	£500	£800	£1,500

		Standard Ad	Advert Plus ■	Campaign ■
Other Ads	Cinema or DVD Advertising - World	£400	£700	£1,200
	Audio Visual Public Location - World	£200	£350	£600
	Audio Only Public Location - World	£80	£140	£240

● **PRS Licence** Services that are making the licensed production available over the internet or via mobile networks will also need to have an appropriate PRS licence covering the performing right. Please see page 7 for more details.

■ Please see over for defined terms



WHERE TV ADVERTISING RATES ARE CHARGED ACCORDING TO REGION, YOUR APPLICATION MUST SPECIFY ONE OF THE FOLLOWING:

ITV Regions: Anglia, Border, Carlton, LWT, Central, Channel, Grampian, Granada, HTV, Meridian, STV, Tyne Tees, Ulster, West Country, Yorkshire.

Channel 4 Regions: London, South, Midlands, North, Scotland, Ulster.

Channel 5 Regions: North, Scotland, South Central.

All television advertising rates include simultaneous webcasting - but this does not include advertisements placed on websites, which must be licensed separately as set out on the previous page.

ALL RATES IN PERPETUITY EXCEPT FOR USE WITHIN A CAMPAIGN – see definition opposite.

DEFINED TERMS

NEW

- **Advert Plus** - clears a Track for use within a single advertisement allowing unlimited Revisions, cut-downs and tag ending changes.
- **All Media** - clears the relevant unit (per 30 second unit (or part thereof), or per Track), for use within all media whether now known or hereafter devised, including but not limited to TV, radio, online, physical product, theatrical, or public location.
- **Campaign** - clears a Track for use within all related advertisements of a similar or developing theme for a single product, allowing unlimited Production Variations, Revisions, cut-downs and tag ending changes. Restricted to the relevant medium (All Media, TV Ads/Sponsored Idents, Radio Ads, Online & Mobile or Other Ads) and for a term of up to 12 months' duration. The rights in each advertisement made are cleared in perpetuity; to continue making new advertisements using the same Track after the term has expired will require a new licence.
- **Production Variation** - a change (such as to visuals or duration) made to the content of any one production within an advertising Campaign, for example a Campaign with a continuing or developing narrative or storyline.
- **Revision** - a minor cosmetic change to an advertisement, largely unnoticeable to the viewer.
- **Track** - an entire song including rights in the musical work, sound recording and artist performance.

