



My ExGirlfriends

All Rates subject to VAT. Longer spot lengths may be available, at rates pro-rata to 30 second rates.

SEGMENT RATES							
SEGMENT	TIME	SINGLE SPOT COSTS					
		10"	20"	30"	40"	50"	60"
AAA	20.00 - 01.30	£60	£120	£180	£240	£300	£360
AA	01.30 - 03.00	£40	£80	£120	£160	£200	£240
A	03.00 - 05.30	£27	£53	£80	£107	£133	£160

PACKAGE RATES

WEEKLY PACKAGES							
Spots will be evenly rotated through all segments over seven consecutive days	TOTAL SPOTS	COST PER PACKAGE					
		10"	20"	30"	40"	50"	60"
	14	£520	£1,040	£1,560	£2,080	£2,600	£3,120
	21	£760	£1,520	£2,280	£3,040	£3,800	£4,560
28	£960	£1,920	£2,880	£3,840	£4,800	£5,760	

STANDBY PACKAGES							
Standby packages will be transmitted at times at the stations discretion over an agreed period	TOTAL SPOTS	COST PER PACKAGE					
		10"	20"	30"	40"	50"	60"
	25	£650	£1,300	£1,950	£2,600	£3,250	£3,900
	50	£1,233	£2,466	£3,700	£4,933	£6,166	£7,400
100	£2,223	£4,447	£6,670	£8,843	£11,117	£13,340	

SPONSORSHIP PACKAGES

My ExGirlfriends Channel offers sponsorship packages of individual transmissions or series of programming features tailored to suit advertisers' requirements. Packages may include, for example, opening and closing credits together with promotional mentions on the night plus trails during the preceding week. Ask for a quote for particular sponsored packages.

COPY & TECHNICAL REQUIREMENTS

All advertisement copy on My ExGirlfriends must meet the requirements of the ASA/OFCOM Advertising Standards Code. Zierler Media offers free advice on commercial content and on the requirements for direct marketing campaigns. Technical specifications for tapes available on request.

AGENCY COMMISSION

Agency commission of 15% will be allowable to accredited advertising agencies, to which may be extended the Company's standard credit terms as applied from time to time. Pre-payment is required from all other advertisers.

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