



All rates are subject to VAT in the UK. Other spot lengths may be available pro rata to the 30-second rate.

SEGMENT	TIME	SEGMENT RATES					
		SINGLE SPOT COSTS £					
		10"	20"	30"	40"	50"	60"
AAA	2200 - 0200	33	67	100	133	167	200
AA	2030 - 2200	27	53	80	107	133	160
A	0200 - 0530	17	33	50	67	83	100

PACKAGE RATES

WEEKLY PACKAGES	TOTAL SPOTS	COST PER PACKAGE £					
		10"	20"	30"	40"	50"	60"
Spots will be evenly rotated through all segments over 7 days	14	347	693	1040	1387	1733	2080
	21	507	1013	1520	2027	2533	3040
	28	640	1280	1920	2560	3200	3840

STANDBY PACKAGES	TOTAL SPOTS	COST PER PACKAGE £					
		10"	20"	30"	40"	50"	60"
Standby packages will be transmitted at times at the stations discretion over an agreed period	25	433	867	1300	1733	2167	2600
	50	800	1600	2400	3200	4000	4800
	100	1467	2933	4400	5867	7333	8800

SPONSORSHIP

Certain programming may be available for sponsorship. Individual sponsors' requirements will be catered for in packages which may include opening and closing credits, bumper breaks and trails.

AGENCY COMMISSION

Agency commission of 15% will be allowable to accredited advertising agencies, to which may be extended Playboy Lovers, XXX Mums, and Adult XXX First Timers's standard credit terms as applied from time to time. Prepayment is required from all other advertisers. Terms & Conditions are as published by Playboy Lovers, XXX Mums, and Adult XXX First Timers.

COPY AND TECHNICAL REQUIREMENTS

All advertisement copy and sponsorship on Playboy Lovers, XXX Mums, and Adult XXX First Timers must meet ASA/Ofcom Standards. Zierler Media will clear copy on behalf of Playboy Lovers, XXX Mums, and Adult XXX First Timers on submission of scripts and treatments, plus one VHS copy of the finished material. first transmission Transmission tapes are required in Beta SP 4:3 format and must be provided seven working days before date. A clock with identifying information should precede each commercial and duration, title, agency or CUI number of commercial should be clearly identified.



New Playboy channels ratecard 05/2010

MEDIA HOUSE 82 HIGHGATE ROAD LONDON NW5 1GZ
 Tel: 020 7284 2848 FAX 020 7485 7089
 Email: sales@zmtv.co.uk
 www.zmedia.tv