



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 Girl Girl and Extreme's standard credit terms as applied from time to time. Prepayment is required from all other advertisers. Terms & Conditions are as published by Girl Girl and Extreme.

COPY AND TECHNICAL REQUIREMENTS

All advertisement copy and sponsorship on Girl Girl and Extreme must meet ASA/Ofcom Standards. Zierler Media will clear copy on behalf of Girl Girl and Extreme 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 06/2011

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