



SPICE®

RATECARD No.1

SPICE.

- The spiciest channel on Sky Digital plus all major cable systems in the UK
- Channel 982 on Astra 2A
- Over 7 hours a night (22:00 – 05:30)
- Offers themed nights for specialist advertisers

VARIETY IS THE SPICE OF LIFE!



Britain's spiciest adult channel is offering the advertiser greater opportunity to target their audiences through a number of themed nights every week



PROGRAMMES

- Girl/girl action on Sunday's Lesbian Night
- Gay Night on Mondays brings you the hardest programming from the US and Europe
- Tuesday's Porn Star Night shows you all your favourites in action
- Black & Asian Night every Thursday
- Premiere Night gives you a double bill of the newest and finest films from the US three nights a week





Spice

ADVERTISING RATES

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	23.00 - 01.30	£33	£67	£100	£133	£167	£200
AA	20.00-23.00 & 01.30 - 03.00	£27	£53	£80	£107	£133	£160
A	03.00 - 04.00	£17	£33	£50	£67	£83	£100

PACKAGE RATES

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

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

MULTI-CHANNEL PACKAGES							
Weekly rates for campaigns using Spice and/or The Adult Channel and Playboy TV simultaneously	SPOTS PER CHANNEL	COST PER SPOT					
		10"	20"	30"	40"	50"	60"
	14	£780	£1560	£2340	£3120	£3900	£4680
	21	£1140	£2280	£3420	£4560	£5700	£6840
28	£1440	£2880	£4320	£5760	£7200	£8640	

Advertisers using both channels qualify for one free page on Adulttext during the entire TV campaign.

AIRTIME & SPONSORSHIP SALES FROM



Z *i.e.r.l.e.r*
MEDIA
TARGETED TELEVISION

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



SPICE[®]

SPICE BRINGS YOU THEMED NIGHTS...



COPY & TECHNICAL REQUIREMENTS

All advertisement copy on Spice must meet the requirements of the ITC code of Advertising Standards and Practice and/or Programme Sponsorship. 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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www.zmedia.tv

PREMIERE NIGHT

Spice is still dedicated to bringing you the newest and finest films from the US. Every **Wednesday, Friday and Saturday** you can watch two brand new, never been seen before premieres from the finest producers in America. Can you afford to miss out?!

GAY NIGHT

Monday nights are exclusively dedicated to the very best in gay programming

LESBIAN NIGHT

And the ladies get their chance too, every **Sunday** night, with untamed girl/girl action from the hottest American and European lesbian scenes

BLACK & ASIAN NIGHT

The most popular Black and Asian stars set the silver screen on fire every **Thursday** night on Spice

PORN STAR NIGHT

Every **Tuesday** night, Spice turns up the heat with explicit appearances from some of the world's most adventurous porn stars

