



RATECARD No.1



SPICE  
PLATINUM

- Europe's newest and hottest explicit channel
- High quality programming throughout the night
- More premieres, fewer repeats and constant variety

**YOU CAN REACH A PAN-EUROPEAN AUDIENCE!**

**Spice Platinum turns up the heat!**

Spice Platinum is available from 22:00 – 04:00 CET to subscribers on cable in Europe (except UK) as well as satellite on Eutelsat Hot Bird Digital. Being based outside the UK and hosting stronger material than allowed in the UK means that your ads can be just as sexy as the programming!

**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 CET	SINGLE SPOT COSTS					
		10"	20"	30"	40"	50"	60"
AAA	23.00 - 01.30	£33	£67	£100	£133	£167	£200
AA	22.00-23.00 & 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 over seven consecutive days.	TOTAL SPOTS	COST PER PACKAGE					
		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

AIRTIME & SPONSORSHIP SALES FROM

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

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Spice Platinum is owned and operated by STV International BV, Amsterdam, The Netherlands