



# Rate Card



## 30 Second Spot Rate

**07.00 to 19.00** (Peak Time) **€74**    **19.00 to 24.00** (Off Peak) **€24**  
**07.00 to 24.00** (T.A.P.) **€55**    **24.00 to 07.00** (Off Peak) **€13**

## Audience Packages

	Peak Time 7am-7pm	Spot Ave.	Total Audience 07.00 to 24.00	Spot Ave.
<b>14 Spots</b>	<b>€952</b>	<b>€68</b> .....	<b>€742</b>	<b>€53</b>
<b>21 Spots</b>	<b>€1365</b>	<b>€65</b> .....	<b>€1008</b>	<b>€48</b>
<b>28 Spots</b>	<b>€1736</b>	<b>€62</b> .....	<b>€1232</b>	<b>€44</b>
<b>35 Spots</b>	<b>€2100</b>	<b>€60</b> .....	<b>€1470</b>	<b>€42</b>

## Pro Rata Spot Rate

**10sec -45%**      **40sec +33%**  
**15sec -30%**      **45sec +40%**  
**20sec -20%**      **60sec +80%**

### Conditions/ Special Incentives

- First time Advertisers plus 10% bonus airtime.
- Spots fixed within specific hour time bands +20%
- Charities will receive 25% bonus airtime
- Volume discount terms, based on long term commitments available on request
- All commercials are subject to station approval
- All rates are subject to V.A.T. at current rates.
- Commercial production €100 per commercial.
- All packages based on 7 day placement
- Cancellations must be received and acknowledged at least 7 days in advance of first transmission date. Cancellations within 1 week will be invoiced.

On Air Competitions **€900 Per Week Min.**

On Site Promotions with  
 The Bay Patrol **€165 Per Hour**

Outside Broadcasts from  
 the GBFM Baycaster  
**@ €1750 for 3 Hours**



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Rate Card effective 1st Jan 2008