

South East Radio: Advertising Ratecard

(Updated Jan 2008)

30 SECOND SPOT RATES**RUN OF DAY** €48****RUN OF NIGHT*** €26**

	15 spots	21 spots	28 spots	35 spots
Daytime Advertising Packages(0700-2100 hrs)	€695	€940	€1216	€1480
Total Audience Packages (7am-2am)*	15 spots	21 spots	28 spots	35 spots
	€570	€767	€989	€1195

NEW ADVERTISERS - BONUS 15% EXTRA AIRTIME FREE

Terms and conditions:

All rates quoted are in EURO (€) and are subject to V.A.T at the rate prevailing at date of invoice.

Agency commission is available to recognised agencies. Full terms and conditions available on request.

* T.A.P packages guarantee a minimum of 60% spots will be scheduled in peak programmes (0700-2100 hours).

** R.O.D Run Of Day 7am-2am

*** R.O.N Run Of Night 9pm-2am

All prices quoted refer to commercials of 30 seconds duration. The following rates apply to varying length commercial spots:

10 secs - less 50%
 15 secs - less 35%
 20 secs - less 20%
 40 secs - add 30%
 45 secs - add 40%
 50 secs - add 60%
 60 secs - add 80%

Commercials of over 60 seconds duration are charged at pro-rata the 60 second price (and are subject to availability).

Spend related bonus airtime within a 7 day period

€800 +10%
 €1300 +15%
 €1600 +20%

South East Radio has full in-house production facilities with highly trained staff. Digital recording, Adsat delivery, IMD and ISDN delivery available. A minimum voice-over production is €90+VAT