

## immediate rate card \ digital advertising

Ad Length	Price	Max Slots p/hr
10 sec ad	299	360
20 sec ad	399	180
30 sec ad	499	120
60 sec ad	799	60

VAT INCLUDED

- Adverts are either 10, 20, 30 or 60 seconds in length.
- The maximum length of a **flight** of adverts is 60 minutes (1 hour). The flight of adverts is repeated, 24/7 (rolls over). So maximum flights per day is 24.
- A flight of adverts (1hr) is broken up into ad **slots** (according to the length of the advert). If only 10 seconds are present, there are 360 available slots for sale.
- Ads are sold **on contract only**: 3 months or 6 months.

Ad Contract	3 months	6 months
10 sec ad	897	1,495
20 sec ad	1,197	1,995
30 sec ad	1,497	2,495
60 sec ad	2,397	3,995

- Contracts are payable up front. 6 month contract clients receive the last month for **free!**