



All rates are subject to VAT in the UK. Other spot lengths may be available pro rata to the 30-second rate.

SEGMENT RATES							
SEGMENT	TIME	SINGLE SPOT COSTS £					
		10"	20"	30"	40"	50"	60"
AA	0630-1900	33	67	100	133	167	200
AAA	1900-2400	48	95	143	191	238	286
A	2400-0630	24	47	71	95	118	142

PACKAGE RATES

WEEKLY PACKAGES Spots will be evenly rotated through all segments over 7 days.	TOTAL SPOTS	COST PER PACKAGE £					
		10"	20"	30"	40"	50"	60"
	14	425	849	1274	1699	2123	2548
	21	546	1092	1638	2184	2730	3276
	28	607	1213	1820	2427	3033	3640

DAYTIME PACKAGES All spots will be guaranteed 1230-1900 weekdays.	TOTAL SPOTS	COST PER PACKAGE £					
		10"	20"	30"	40"	50"	60"
	14	600	1200	1800	2400	3000	3600
	21	800	1600	2400	3200	4000	4800
	28	933	1867	2800	3733	4667	5600

PEAK PACKAGES All spots will be guaranteed 1900-2400 daily.	TOTAL SPOTS	COST PER PACKAGE £					
		10"	20"	30"	40"	50"	60"
	14	637	1274	1911	2548	3185	3822
	21	819	1638	2457	3276	4095	4914
	28	910	1820	2730	3640	4550	5460

All rates are subject to VAT in the UK. Other spot lengths may be available pro rata to the 30-second rate.

SPONSORSHIP

Certain programme series are available for sponsorship. Individual sponsors' requirements will be catered for in packages which may include opening and closing credits, bumper breaks and trails.

AGENCY COMMISSION

Agency commission of 15% will be allowable to accredited advertising agencies, to which may be extended Colors's standard credit terms as applied from time to time. Prepayment is required from all other advertisers.

COPY AND TECHNICAL REQUIREMENTS

All advertisement copy and sponsorship on Colors must meet ASA/BCAP Standards. ZMTV will clear copy on behalf of Colors on submission of scripts and treatments, plus one copy of the finished material. Transmission tapes are required in Beta SP 4:3 or 14:9 format and must be provided seven working days before first transmission date. A clock with identifying information should precede each commercial and duration, title, agency or CUI number of commercial should be clearly identified.



MEDIA HOUSE 82 HIGHGATE ROAD LONDON NW5 1GZ
Tel: 020 7284 2848 FAX 020 7485 7089
Email: sales@zmtv.co.uk
www.zmtv.co.uk