

## 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	SINGLE SPOT COSTS					
		10"	20"	30"	40"	50"	60"
AAA	06.00 - 10.00 & 18.00 - 24.00	£67	£133	£200	£267	£333	£400
AA	10.00 - 16.00	£50	£100	£150	£200	£250	£300
A	16.00 - 18.00 & 24.00 - 06.00	£33	£67	£100	£133	£167	£200

## PACKAGE RATES

WEEKLY PACKAGES (MONDAY - SUNDAY)							
Weekly packages are designed to maximise campaign efficiency and all spots will be rotated throughout all segments.	TOTAL SPOTS	COST PER PACKAGE					
		10"	20"	30"	40"	50"	60"
	7	£317	£633	£950	£1267	£1583	£1900
	14	£567	£1133	£1700	£2267	£2833	£3400
	21	£767	£1533	£2300	£3067	£3833	£4600
28	£933	£1867	£2800	£3733	£4667	£5600	

PEAK PACKAGES (MONDAY - SUNDAY)							
All Peak Package spots will be evenly rotated between 06:00 & 10:00 and 18:00 & 24:00 Monday to Sunday.	TOTAL SPOTS	COST PER PACKAGE					
		10"	20"	30"	40"	50"	60"
	7	£433	£867	£1300	£1733	£2167	£2600
	14	£833	£1667	£2500	£3333	£4167	£5000
	21	£1200	£2400	£3600	£4800	£6000	£7200
28	£1500	£3000	£4500	£6000	£7500	£9000	

BUSINESS PERSONS PACKAGES (MONDAY - FRIDAY)							
Business Persons Package spots will be evenly rotated to reach the target audience, generally in breaks around news and business programmes	TOTAL SPOTS	COST PER PACKAGE					
		10"	20"	30"	40"	50"	60"
	7	£367	£733	£1100	£1467	£1833	£2200
	14	£700	£1400	£2100	£2800	£3500	£4200
	21	£1033	£2067	£3100	£4133	£5167	£6200
28	£1233	£2467	£3700	£4933	£6167	£7400	

### COPY & TECHNICAL REQUIREMENTS

All advertisement copy on JSTV must meet the requirements of the ITC Advertising Standards Code. ZMTV will clear copy on behalf of JSTV on submission of scripts and treatments, plus one VHS copy of the finished material. For transmission, one copy of each commercial is required on half-inch Betacam SP/PAL with opening one-minute 75% colour bars and 1kHz tone at 4 PPM.

### AGENCY COMMISSION

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

### TERMS AND CONDITIONS

JSTV is operated by: Japan Satellite Television (Europe) Ltd. Quick House, 65 Clifton Street, London EC2A 4JE

Any acceptance of bookings for advertisements is subject to JSTV's terms and conditions which are available on request.

AIRTIME & SPONSORSHIP SALES FROM

**ZMTV**  
MULTICULTURAL  
TARGETED TELEVISION

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