



Terrestrial Asian television for the East Midlands. Also on cable.

SEGMENT RATES							
SEGMENT	TIME	SINGLE SPOT COSTS £					
		10"	20"	30"	40"	50"	60"
AA*	06:30 - 18:30	14	28	42	56	70	84
AAA	18:30 - 23:30	20	40	60	80	100	120
A	23:30 - 06:30	10	20	30	40	50	60

PACKAGE RATES

WEEKLY PACKAGES	TOTAL SPOTS	COST PER PACKAGE £					
		10"	20"	30"	40"	50"	60"
Spots will be evenly rotated through	14	196	392	588	784	980	1176
all segments over	21	252	504	756	1008	1260	1512
7 days	28	280	560	840	1120	1400	1680

DAYTIME PACKAGES	TOTAL SPOTS	COST PER PACKAGE £					
		10"	20"	30"	40"	50"	60"
All spots will be guaranteed 06:30-18:30 weekdays	14	154	308	462	616	770	924
	21	199	399	598	797	997	1196
	28	224	448	672	896	1120	1344

PEAK PACKAGES	TOTAL SPOTS	COST PER PACKAGE £					
		10"	20"	30"	40"	50"	60"
All spots will be guaranteed 18:30-23:30 daily.	14	252	504	756	1008	1260	1512
	21	336	672	1008	1344	1680	2016
	28	392	784	1176	1568	1960	2352

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 MATV Channel 6's standard credit terms as applied from time to time. Prepayment is required from all other advertisers. Terms & Conditions are as published by MATV Channel 6.

COPY AND TECHNICAL REQUIREMENTS

All advertisement copy and sponsorship on MATV Channel 6 must meet Ofcom Standards. ZMTV will clear copy on behalf of MATV Channel 6 on submission of scripts and treatments, plus one VHS copy of the finished material. Transmission tapes are required in Beta SP 4:3 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.



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