



24 hour News on Sky Digital 511

SEGMENT RATES							
SEGMENT	TIME	SINGLE SPOT COSTS £					
		10"	20"	30"	40"	50"	60"
AA	06:30 - 19:00	23	47	70	93	117	140
AAA	19:00 - 24:00	33	67	100	133	167	200
A	24:00 - 06:30	17	33	50	67	83	100

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	233	467	700	933	1167	1400
	21	350	700	1050	1400	1750	2100
	28	467	933	1400	1867	2333	2800

DAYTIME & BUSINESS PACKAGES All spots will be guaranteed 06:30-18:30 weekdays	TOTAL SPOTS	COST PER PACKAGE £					
		10"	20"	30"	40"	50"	60"
	14	205	411	616	821	1027	1232
	21	266	532	798	1064	1330	1596
	28	299	597	896	1195	1493	1792

PEAK PACKAGES All spots will be guaranteed 19:00-24:00 daily.	TOTAL SPOTS	COST PER PACKAGE £					
		10"	20"	30"	40"	50"	60"
	14	350	700	1050	1400	1750	2100
	21	525	1050	1575	2100	2625	3150
	28	653	1307	1960	2613	3267	3920

FIRST CAMPAIGN BONUS SPOTS
For the entire duration of the first campaign advertisers on NDTV 24x7 will qualify for 25% extra spots which will be slotted in segments at the station's discretion.

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 NDTV 24x7's standard credit terms as applied from time to time. Prepayment is required from all other advertisers. Terms & Conditions are as published by NDTV 24x7.

COPY AND TECHNICAL REQUIREMENTS

All advertisement copy on NDTV 24x7 must meet ASA/Oftcom Standards. ZMTV will clear copy on behalf of NDTV 24x7 on submission of scripts and treatments, plus one VHS or DVD copy of the finished material. Transmission tapes are required in 4:3 Digibeta 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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