



## Commercial Rate Card

Effective 1 June 2010

### 30 SECOND RECORDED COMMERCIALS

|                           |        |
|---------------------------|--------|
| Breakfast (5am-9am)       | \$ 190 |
| Morning (9am-12noon)      | \$ 160 |
| Afternoon (12noon-3pm)    | \$ 145 |
| Drive (3pm-7pm)           | \$ 175 |
| Evening (7pm-12midnight)  | \$ 60  |
| Mid Dawn (12midnight-5am) | \$ 5   |

### 30 SECOND RECORDED COMMERCIALS

|                     |        |
|---------------------|--------|
| Mon to Fri (BMAD)   | \$ 160 |
| Mon to Sun (BMAD)   | \$ 140 |
| Mon to Fri (BMADE)  | \$ 130 |
| Mon to Sun (BMADE)  | \$ 120 |
| Weekend Only (BMAD) | \$ 100 |

### 30 SECOND LIVE READS

|                            |        |
|----------------------------|--------|
| Breakfast (max 2 per hour) | \$ 400 |
| Morning (max 1 per hour)   | \$ 250 |
| Afternoon (max 1 per hour) | \$ 200 |
| Drive (max 1 per hour)     | \$ 350 |

### COMMERCIAL PRODUCTION

|   |        |
|---|--------|
| Commercial Production (per voice)                   | \$ 250 |
| <i>NB: price includes up to 3 ads and 3 updates</i> |        |
| Off Station Voice Charge                            | \$ 50  |
| Re-Voice (after final production)                   | \$ 100 |
| Character Voice (per commercial)                    | \$ 250 |

### Schedule of Charges

- 15 second commercial charged at 75% of 30 second rate card
- 30 second commercial charged at 100% of rate card
- 45 second commercial charged at 150% of 30 second rate card
- 60 second commercial charged at 200% of 30 second rate card

*All BMAD/BMADE rates are based on equal rotation across each session based on availability.*

*These rates do not constitute an offer and are subject to change without notice.*

*All bookings are subject to credit terms and conditions.*

*10% GST applies to advertising. All rates listed above are exclusive of GST and 10% must be added to each transaction.*