



## TYPICAL CAMPAIGN COSTS

TYPICAL WEIGHTS FOR 30" CAMPAIGNS ON THESE CHANNELS

### DAYTIME ONLY CAMPAIGNS

CHANNEL	BUDGET	ADULT VIEWS	RATINGS	Spot Numbers		
				0930-1724		
ITV2	£ 30,000	9,538,951	22.3	60		
ITV3	£ 19,500	6,200,318	14.5	60		
ITV4	£ 7,750	2,570,907	6.0	60		
Men and Motors	£ 1,220	387,917	0.9	60		

### ALL TIME CAMPAIGNS

CHANNEL	BUDGET	ADULT VIEWS	RATINGS	Spot Numbers			
				0600 -1724	1725-2259	2300- close	
ITV2	£ 55,000	9,345,998	34.91	22	15	8	
ITV3	£ 30,000	9,394,901	15.32	19	20	6	
ITV4	£ 20,000	3,662,039	8.04	19	16	9	
Men and Motors	£ 3,000	618,113	1.72	52	43	17	

Prices are based on typical traded discounts off ITV ratecard annual averages.  
Rates can fluctuate +/- 15% from these depending on month.

#### Terms and Conditions:

<http://www.itvmedia.co.uk/default.asp?section=108&page=614>

*For more information on advertising with ITV, please call:*

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