



EXAMPLE SPOT COSTS

REGION	11am This Morning	18:15 Local News	19:30 Soaps ie Corrie	21:30 Drama - ie Lewis Kingdom, Poirot
ANGLIA	£250	£1,829	£3,779	£4,462
BORDER	£30	£180	£565	£436
CENTRAL	£594	£3,410	£9,503	£10,313
GRANADA	£325	£1,954	£6,126	£4,716
LWT		£4,926	£15,449	£16,730
CARLTON	£1,091	£4,504	£14,837	
MERIDIAN	£408	£2,976	£6,151	£8,379
SCOTLAND	£347	£1,784	£3,903	£3,169
TYNE TEES	£121	£726	£2,275	£1,921
UTV	£108	£717	£1,948	£1,145
WALES AND WEST	£243	£1,397	£3,892	£3,719
WESTCOUNTRY	£72	£411	£1,147	£1,192
YORKSHIRE	£241	£1,449	£4,544	£3,827
TOTAL NETWORK	£3,829	£26,262	£74,119	£60,009

NOTES

All spot costs assume a 30" advert.

These airtime costs are estimates based on typical traded discounts off 2008 annual average CPT's.

Ratings for programmes listed have been calculated based on average TVR's for traded audience.