

EXAMPLE SPOT COSTS - ITV1, ITV2, ITV3, ITV4



Cost for one transmission - split by region

| REGION | 11:00 | 18:45 | 19:30 | 21:30 | 23:05 |
|--------------|------------------------|--------------------|-------------------|-----------------|------------------|
| | DAYTIME - THIS MORNING | EARLY EVENING NEWS | CORONATION STREET | MOVIE or DRAMA | LATE NIGHT MOVIE |
| ANGLIA | £ 405 | £ 2,415 | £ 4,412 | £ 4,074 | £ 965 |
| MERIDIAN | £ 624 | £ 3,426 | £ 7,062 | £ 5,496 | £ 1,370 |
| LONDON | £ 1,336 | £ 5,415 | £ 14,872 | £ 9,371 | £ 2,215 |
| CENTRAL | £ 727 | £ 3,998 | £ 10,262 | £ 8,145 | £ 1,319 |
| HTV W&W | £ 352 | £ 1,588 | £ 4,219 | £ 2,431 | £ 482 |
| WESTCOUNTRY | £ 95 | £ 545 | £ 1,448 | £ 829 | £ 166 |
| SCOTLAND | £ 171 | £ 798 | £ 1,615 | £ 2,697 | £ 182 |
| GRANADA | £ 510 | £ 2,354 | £ 5,977 | £ 3,774 | £ 862 |
| BORDER | £ 44 | £ 181 | £ 473 | £ 291 | £ 66 |
| YORKSHIRE | £ 411 | £ 2,002 | £ 5,219 | £ 3,617 | £ 733 |
| TYNE TEES | £ 180 | £ 878 | £ 2,289 | £ 1,482 | £ 321 |
| UTV | £ 165 | £ 1,066 | £ 1,701 | £ 1,037 | £ 231 |
| TOTAL | £ 5,020 | £ 24,667 | £ 59,549 | £ 43,243 | £ 8,911 |



DAYTIME ONLY CAMPAIGNS

(Based on 2 spots per day)

| CHANNEL | BUDGET | Estimate | | Spot Numbers |
|---------|----------|-------------|---------|--------------|
| | | TOTAL VIEWS | RATINGS | 0930-1724 |
| ITV2 | £ 45,000 | 12,857,143 | 26.2 | 60 |
| ITV3 | £ 30,000 | 10,000,000 | 20.4 | 60 |
| ITV4 | £ 10,000 | 3,636,364 | 7.4 | 60 |

ALL TIME CAMPAIGNS

(Typical weight)

| CHANNEL | BUDGET | Estimate | | Spot Numbers | | | TOTAL |
|---------|----------|-------------|---------|--------------|-----------|-------------|-------|
| | | TOTAL VIEWS | RATINGS | 0600 -1724 | 1725-2259 | 2300- close | |
| ITV2 | £ 55,000 | 12,492,613 | 25.5 | 27 | 17 | 10 | 54 |
| ITV3 | £ 45,000 | 10,590,727 | 21.6 | 22 | 14 | 6 | 43 |
| ITV4 | £ 25,000 | 5,682,285 | 11.8 | 26 | 23 | 9 | 58 |

NOTES

All spot costs assume a 30" advert.

These airtime costs are estimates based on typical traded discounts off projected 2011 annual average CPT's.

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

Estimates for adult views (impacts) and ratings are for reference/comparison only.

Rates can fluctuate +/- 15% or more from these depending on month and channel.

Where applicable, there is a second transmission on the +1 channel, these are not included in the spot estimates

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