

GRANADA ENTERPRISES NATIONAL RATECARD

Representing the following Sellers: Granada Television Ltd, LWT (Holdings) Ltd, Yorkshire Television Ltd, Tyne Tees Television Ltd, Border Television plc, Anglia Television Ltd, Meridian Broadcasting Limited, Ulster Television plc and Sianel Pedwar Cymru Rhyngwladol Cyf ("S4C"), and any cable, satellite or digital broadcaster for which Granada is the authorised agent for the sale of Airtime as the case may be.

Prices of Airtime for Sellers for which Granada Enterprises acts as agent are available from Granada Enterprises on request.

TIME LENGTHS

The following factors will be used in respect of all Sellers other than ITV2 to weight Spot ratings to the 30 second equivalent rating:-

10" 0.600
20" 0.800
30" 1.000
40" 1.333
50" 1.667
60" 2.000

The following factors will be used in respect of ITV2 to weight Spot ratings to the 30 second equivalent rating:-

10" 0.500
20" 0.830
30" 1.000
40" 1.330
50" 1.660
60" 2.000

Spots of longer than 60 seconds are available in multiples of 10 seconds only and will be weighted pro-rata to the 60 second factor. In the case of Granada Television Ltd, LWT (Holdings) Ltd, Yorkshire Television Ltd, Tyne Tees Television Ltd, Border Television plc, Anglia Television Ltd, Meridian Broadcasting Limited, Ulster Television plc and S4C, Spots of longer than 60 seconds will be discounted by 2.5%.

ADVANCED BOOKING DEADLINES 2004

Listed below are the Advance Booking Dates for Carlton and Granada for March to December 2004 (inclusive) .

These dates supersede any dates that may have been previously published by either Carlton or Granada

March 2004 - Tuesday 20th January

April 2004 – Tuesday 3rd February

May 2004 – Tuesday 2nd March

June 2004 – Tuesday 30th March

July 2004 - Tuesday 4th May

August 2004 - Tuesday 1st June

September 2004 – Tuesday 6th July

October 2004 – Tuesday 3rd August

November 2004 – Tuesday 7th September

December 2004 – Tuesday 5th October

ADVANCED BOOKING DEADLINES 2003

January 2003 - Tuesday 5 November 2002

February 2003 - Tuesday 3 December 2002

March 2003 - Tuesday 7 January 2003
April 2003 - Tuesday 4 February 2003
May 2003 - Tuesday 4 March 2003
June 2003 - Tuesday 1 April 2003
July 2003 - Tuesday 6 May 2003
August 2003 - Tuesday 3 June 2003
September 2003 - Tuesday 1 July 2003
October 2003 - Tuesday 5 August 2003
November 2003 - Tuesday 2 September 2003
December 2003 - Tuesday 7 October 2003

LATE COPY SURCHARGE

Late Copy Surcharge shall be £250.00.

LOCAL RATES

Details of regional and local rates are available from our regional offices in :-

Belfast - 0289 026 2060

Border - 01228 829 215

Cardiff - 0292 074 1362

Dublin - 003 531 269 2406

Leeds - 01132 228301

Maidstone - 0162 271 4078

Manchester - 0161 827 2227

Newcastle - 0191 269 3888

Norwich - 0160 375 2411

Southampton - 0238 071 2012

SPLIT TRANSMISSIONS / SPLIT COPY

Subject to availability and at Granada Enterprises absolute discretion, National or Regional advertisers may be offered the facility to transmit different copy in the Yorkshire Television and Tyne Tees Television regions and across the sub-regions of Yorkshire and Tyne Tees, and in the sub-regions of Meridian, Anglia and in the Channel Television area.

SUBTITLING COMMERCIALS

ITV currently subtitles in excess of 40 hours of programming per week to satisfy the estimated 7.3 million in the UK with hearing difficulties. ITFC provide the subtitling service for ITV and can now offer the same cost effective professional service for subtitling commercials. For further information, phone 0208 752 0352 and ask for the subtitling department.