

ADVERTS AND IDENTs

TYPE OF PRODUCTION

- Adverts designed specifically to promote goods or services to the general public

MUSIC USE

- Can include all media (dependent on tariff)

Campaign rates allow you to

- Clear a single track across unlimited adverts, of a related or developing theme for a single product within a 12 month term.
- Adverts broadcast within the 12 month term are cleared in perpetuity.

NOTES

- RSL (Restricted Service Licence) rates only applicable to stations who hold an RSL.
- Tag ending changes. This means minor changes to the message at the end of an advertisement e.g. change from 'sale starts Monday' to 'sale starts tomorrow'.
- Cut-down. This means a shortened version of an advert where no new content is added.
- Digital cable network rates exclude ITV1, C4 and C5.
- Per 30s rates clear use for 30 seconds of music, or part thereof.

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To obtain your licence visit <https://musicshop.prsformusic.com/lmgr>, phone +44 (0)20 3741 3888 or email applications@prsformusic.com

UK ADVERTISING RATECARD - ADVERTS & IDENTs

ALL MEDIA	MEDIA	PER 30s	PER TRACK
Worldwide	All media	£7,700	£11,600
TV ADS AND SPONSORSHIP IDENTs			
UK & Eire (or any other single country)	ITV1, C4 or C5	£950	£1,450
	Other single TV channel or region of ITV1, C4, C5	£500	£800
	Digital cable network	£1,900	£2,900
	All TV	£2,400	£3,750
Single Continent	All TV	£3,300	£4,700
Worldwide	All TV	£6,300	£9,400
RADIO ADS			
Local/Regional	Single local station or region of national	£70*	£100*
UK & Eire (or any other single country)	Single national station	£500	£800
	Full network	£900	£1,350
Single Continent	Full network	£1,100	£1,650
Worldwide	Full network	£1,600	£2,650
Other	Single RSL	£15 Per Advert*	£15 Per Advert*

Per track rates allows unlimited cut-downs and tag ending changes.

Campaign rate = 'per track' rate +60%
e.g. Worldwide (all media) campaign rate = £11,600 x 1.6 = £18,560

* Rate does not include online usage

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ADVERTS AND IDENT'S (CONTINUED)

Unsure if your promotional content is an advert?

Please download our [Branded Content](#) document to see if this matches your production criteria.

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'MAKING OF VIDEO' RATES

TYPE OF PRODUCTION

- A production documenting the making of an advertisement

MUSIC USE

- Online – client and agency sites only

NOTES

- Campaign rates are not applicable to 'making of video' rates.
- Tag ending changes. This means minor changes to the message at the end of an advertisement e.g. change from 'sale starts Monday' to 'sale starts tomorrow'.
- Cut-down. This means a shortened version of an advert where no new content is added.
- Digital cable network rates exclude ITV1, C4 and C5.
- Per 30s rates clear use for 30 seconds of music, or part thereof.

UK ADVERTISING RATECARD - ADVERTS & IDENTs (CONTINUED)

ONLINE ADS	MEDIA	PER 30s	PER TRACK
Worldwide	Audio Only (all sites) Streaming & Download	£175	£300
	Audio Visual (all sites) Streaming & Download	£500	£800
	'Making of' videos - Audio Visual (client and agency site only) Streaming & Download	£150	£300
OTHER ADS			
Worldwide	Cinema or DVD advertising	£600	£950
	Audio Visual (public location)*	£200	£350
	Audio Only (public location)*	£80	£140

All online rates include streaming and download.

Per track rates allows unlimited cut-downs and tag ending changes.

Campaign rate = 'per track' rate +60%
e.g. Audio Visual Online campaign rate = £800 x 1.6 = £1,280

* Rate does not include online usage

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