

ADVERTISING

NOTES

- All rates include online use except where indicated by *.
- 'Per track' rates allow unlimited revisions, cut-downs and tag ending changes.
- Region specific TV advertising must be reported on applications.

Derbyshire House
St. Chad's Street
London
WC1H 8AG

+44 (0)203 868 1927
hq@cavendishmusic.com
cavendishmusic.com

To obtain your licence visit <http://www.imro.ie/music-users/mepsi/production-music/>, phone +353 1 644 8046 or email meps.licensing@imro.ie

IRELAND ADVERTISING RATECARD

ALL MEDIA	MEDIA	PER 30S	PER TRACK
Worldwide	All media	€9,350	€14,000
TV ADS			
Ireland	RTE1 & RTE 2	€325	€500
	Other single TV channel TV3, TG4, Setanta, UTV Irl and Irish Region Opt Outs	€155	€240
	All TV	€725	€1,100
Single country (outside of Ireland)	Single TV channel	€565	€850
	All digital, cable, satellite	€2,695	€4,110
	All TV	€3,400	€5,320
Single continent	All TV	€4,000	€5,680
Worldwide	All TV	€7,600	€11,350

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Campaign rate = 'per track' rate +60%
e.g. Worldwide (all media) campaign rate = €14,000 x 1.6 = €22,400

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

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IRELAND ADVERTISING RATECARD - CONTINUED

RADIO ADS	MEDIA	PER 30s	PER TRACK
Ireland	Single local station / City Station	€100	€150
	Single national station	€120	€180
	Full network including nationals	€318	€475
Single country (outside of Ireland)	Single local station / City Station	€100	€140
	Single national station	€710	€1,060
	Full network including nationals	€1,270	€1,910
Single continent	Full network including nationals	€1,450	€2,200
Worldwide	Full network including nationals	€2,130	€3,540

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IRELAND ADVERTISING RATECARD - CONTINUED

ONLINE ADS	MEDIA	PER 30s	PER TRACK
Worldwide	Audio only (All sites): Streaming	€230	€400
	Audiovisual (All sites): Streaming	€370	€630
	Audiovisual (All sites): Download	€620	€1,050
	Audiovisual (All sites): 'Making of' streamed videos - non-advertising	€200	€400
OTHER ADS			
Worldwide	Cinema or DVD advertising	€120	€190
	Audiovisual (public location)*	€250*	€400*
	Audio only (public location)*	€100*	€180*

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- Ads broadcast within the term are cleared in perpetuity
- Campaign rates are not applicable to 'making of' rates

* Rate does not include online usage

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