

2016 ITV Spots cost file

Cost for one transmission – split by region

	11:00	18:45	19:30	21:30	23:05
ITV	DAYTIME -	EARLY	CORONATION	MOVIE or	LATE NIGHT
REGION	THIS MORNING	EVENING NEWS	STREET	DRAMA	MOVIE
ANGLIA	£480	£2,950	£3,740	£5,170	£1,180
MERIDIAN	£650	£3,970	£5,030	£6,510	£1,590
LONDON	£1,690	£6,510	£11,490	£13,270	£2,770
CENTRAL	£850	£5,340	£9,090	£16,540	£1,530
HTV W&W	£410	£1,970	£3,340	£3,250	£570
WESTCOUNTRY	£110	£700	£1,190	£1,120	£200
SCOTLAND	£450	£2,420	£3,750	£3,280	£580
GRANADA	£620	£3,240	£5,470	£4,190	£1,080
BORDER	£50	£230	£390	£350	£80
YORKSHIRE	£500	£2,610	£4,400	£3,930	£870
TYNE TEES	£220	£1,160	£1,950	£1,700	£390
UTV	£170	£1,170	£1,480	£1,080	£270
TOTAL	£6,200	£32,270	£51,320	£60,390	£11,110

NOTES

All spot costs assume a 30" advert.

These airtime costs are estimates based on typical traded discounts off projected 2015 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 +/- 20% 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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