

Virgin Media Television

Planning Prices,
Trading Terms &
Conditions

2021



TELEVISION

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2021 Planning Prices

2021																		
Row Labels	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov Supermarket & Cars		Dec Supermarket & Cars 1-23 Dec					
											Nov	Dec 1-23rd	Dec 1-23rd	Decr 24-31st	Dec			
Adults 15+	€6.59	€6.95	€5.73	€6.15	€7.48	€6.52	€3.85	€5.61	€8.43	€9.90	€12.35	€10.74	€8.34	€	8.26	€	7.18	€7.72
Adults 15-34	€48.28	€44.80	€43.37	€47.82	€54.82	€42.00	€28.16	€50.06	€74.11	€78.85	€91.38	€79.46	€65.94	€	65.27	€	56.73	€61.00
Adults 25-44	€33.33	€33.34	€28.15	€30.21	€37.36	€33.00	€20.35	€33.28	€46.83	€51.40	€61.33	€53.33	€42.26	€	41.83	€	36.36	€39.10
Adults ABC1	€23.56	€24.59	€21.42	€21.97	€27.57	€26.30	€15.03	€22.17	€32.87	€35.72	€44.72	€38.89	€29.90	€	29.59	€	25.72	€27.66
Men 15+	€17.21	€17.79	€14.80	€15.79	€19.62	€19.75	€11.68	€16.99	€23.29	€25.49	€32.44	€28.21	€21.55	€	21.33	€	18.54	€19.93
Men 15-34	€144.82	€117.72	€125.72	€140.82	€159.88	€124.65	€80.23	€125.71	€224.80	€220.31	€307.89	€267.73	€199.20	€	197.17	€	171.37	€184.27
Women 15+	€10.68	€11.39	€9.35	€10.06	€12.08	€9.73	€5.75	€8.37	€13.22	€16.19	€19.95	€17.35	€13.62	€	13.48	€	11.71	€12.60
Women 15-34	€72.42	€72.32	€66.21	€72.41	€83.42	€63.35	€43.38	€83.18	€110.56	€122.80	€129.95	€113.00	€98.56	€	97.56	€	84.80	€91.18
Women 25-44	€53.62	€55.51	€45.93	€50.51	€61.05	€51.56	€33.18	€56.26	€69.89	€79.78	€93.28	€81.11	€67.30	€	66.61	€	57.90	€62.25
*Hskprs	€11.28	€12.05	€9.66	€10.62	€12.95	€11.09	€6.36	€9.23	€13.64	€16.49	€21.25	€18.48	€14.39	€	14.25	€	12.38	€13.32
*Hskprs w/kids	€54.92	€57.97	€46.59	€53.24	€63.97	€48.46	€28.36	€50.72	€66.42	€80.16	€94.91	€82.53	€67.57	€	66.88	€	58.13	€62.50

*VMS reserves the right to withdraw audiences for trading late bookings for any given month.

Late Booking Charges

Period		Charge
Post Advanced Booking, Pre Auto Book	6 weeks before month	10.0%
Post Auto Book	3 weeks before month	15.0%
2 weeks prior to month	2 weeks before month	20.0%
In month	From 1st of month	25.0%

VMS commit to delivering 90% of natural plus upweight for post AB booking up to 2 weeks post AB, therefore all other quality delivery will be subject to negotiation.

AB Deadlines 2021

2021	6 Week AB
January	27th November
February	5th January
March	18th January
April	18th February
May	19th March
June	20th April
July	20th May
August	18th June
September	21st July
October	20th August
November	20th September
December	20th October

Length Factors for TV

Virgin Media Television Length Factor Ratios									
Seconds	5	10	15	20	25	30	40	50	60
Factor	0.5	0.5	0.67	0.8	1	1	1.33	1.67	2

Cancellation & Deferment Charges

Cancellations Period	Penalty on Booking
1 Week post AB	10%
2 Weeks post AB	20%
3 Weeks post AB	30%
4 Weeks post AB	40%
In Month of Broadcast	100%

During the Covid 19 period deferments will be handled on a case by case basis.

Payment Terms

- Without exception, all invoices must be paid within 30 days of issue.
- New advertisers without a credit history with Virgin Media Television must pre-pay 2 weeks in advance of transmission date.
- All bookings are subject to VAT at the prevailing rate.