



Advertising

Type of production:

- Adverts designed specifically to promote goods or services to the general public
- Any productions which have paid media spend

Music use:

- As per tariff description.
- Our Single country and Single Continent TV ad rates include worldwide online exploitation.
- Our Per Track rates cover you for unlimited tag endings within 12 months.
- Full Network Radio Advertising rates include online exploitation through digital/internet radio services

Advertising

Use	Media	Territory	Per 30s	Per Track
TV Ads and Sponsorship Idents	All TV (Includes Online)	Worldwide	£6,600	£9,900
		Single Continent	£3,500	£5,250
		UK & Eire (or any other single country)	£2,500	£3,750
Online Ads	Video On Demand (VOD) Advertising	Worldwide	£2,000	£3,000
	Other Online Advertising (i.e. social media, website)	Worldwide	£750	£1,125
Radio Ads	Full Network	UK & Eire (or any other single country)	£950	£1,425
	Single local station or region of national	Local/Regional	£75	£115
Other Ads	Cinema or DVD ads	Worldwide	£1,000	£1,500
	Public location		£210	£315

UPGRADE to ALL MEDIA for additional 25%

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

If you've made an application previously and require additional rights, please get in touch about a top-up licence.

Campaign Rates

All of our Advertising Per Track rates can be upgraded to Campaign rates for an additional 60%. Campaign rates cover unlimited adverts of a developing theme for a single product within a 12 month period.



Which rates apply to your production?

Unsure which rates apply to your online content? Please refer to our guide on [page 3](#).

If you can't find a rate that fits your production, please get in touch.

For more information visit prsfornmusic.com/pm

Campaign rate = 'per track' rate +60%

e.g. All TV - Worldwide campaign rate = £9,900 X 1.6 = £15,840

All Media Upgrade = Any 'All TV' rate + 25%

e.g. All Media Single Country Per 30s = £2,500 X 1.25 = £3,125

Contact **+44 (0)20 3741 3888** (Mon-Fri 09.00 - 17.30) or applications@prsfornmusic.com

