

MBC Television: Telenovelas Advertising Rates

TELENOVELAS SPOT RATE: Revised

	5"	10"	15"	20"	25"	30"	35"	40"	45"	50"	60"
Jan - Mar	3,050	3,800	4,375	4,850	5,400	6,000	6,650	7,400	8,200	9,100	11,200
Apr - Jun	4,000	5,000	5,750	6,400	7,100	7,850	8,700	9,650	10,700	11,900	14,600
Jul - Sep	3,200	4,000	4,600	5,100	5,650	6,250	6,950	7,700	8,550	9,500	11,700
Oct - Dec	5,100	6,350	7,300	8,100	9,000	10,000	11,100	12,300	13,700	15,200	18,700

Special rate applicable to break during telenovelas only.

Rate card tariff is applicable before and after telenovelas.

TELENOVELAS WEEKLY PACKAGE RATE:

	5"	10"	15"	20"	25"	30"	35"	40"	45"	50"	60"
Jan - Mar	2,600	3,250	3,750	4,150	4,600	5,100	5,650	6,250	6,950	7,700	9,500
Apr - Jun	3,400	4,250	4,900	5,450	6,050	6,700	7,450	8,250	9,150	10,200	12,500
Jul - Sep	2,725	3,400	3,900	4,325	4,800	5,350	5,950	6,600	7,300	8,100	10,000
Oct - Dec	4,350	5,450	6,250	6,950	7,700	8,550	9,450	10,450	11,600	12,900	15,900

Subject to a minimum of 5 consecutive days booking.

Effective Date: 1st September 2007