

# **2021 ILR Rates**

**As agreed by Equity  
with Bauer Media and Global Radio**

## General Conditions that apply to ILR Commercials:

- These fees only apply when working for Global Radio or Bauer Media.
- Demo commercials are charged at the Band 1 fee.
- These are minimum fees.
- One fee per voice, per script, per station.
- All remakes & tags are charged as individual scripts.
- Where the client or other person not directly employed by the producing company participates in an engagement, a premium of £137 minimum will be charged.
- Usage is for 12 months from the date of recording and is for UK domestic use only.
- Further usage fees apply to any further use, in whole or in part, of recordings, as does a transmission on further stations, other media, or after the initial 12 month usage period.

If you have any queries about this card, please contact;

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**Key to Station List – Blue stations are Bauer Media stations, black stations are either Global Radio stations or independents.**

# ILR Rates 2021 – Station List

## **Band 1 - £27.05**

Abbey 104 (Yeovil / Sherborne)  
3FM  
Able Radio  
[Absolute Radio 00s](#)  
[Absolute Radio 60s](#)  
[Absolute Radio 70s](#)  
[Absolute Radio Country \(was Country Hits Radio\)](#)  
All FM (Manchester)  
Amber Sound  
Apple FM  
Argyll FM  
Asian Sound Radio  
Asian Star  
Awaaz Radio (High Wycombe)  
Awaz FM  
Bay FM  
BCFM  
Big City Radio  
Biggles FM  
Bishop FM  
Blyth Valley Radio  
Bolton FM  
Bridge FM  
Bro Radio  
Bute FM  
Caithness FM  
Calon FM  
Cambridge 105  
Capital Anglesey and Gwynedd  
Capital Brighton  
Capital Dance  
Capital Derby  
Capital FM Leicester  
Capital FM Liverpool  
Capital FM North East (North)  
Capital FM North East (South)

Capital FM Nottingham  
Capital FM South Coast  
Capital FM South Wales  
Capital FM Yorkshire (East)  
Capital Lancashire  
Capital Mid-Counties - Coventry (was Touch FM Coventry)  
Capital Mid-Counties - Rugby (was Rugby FM)  
Capital Mid-Counties - Warwickshire (was Touch FM – Warks, Worcs, C’wolds)  
Capital Mid-Counties - North Oxfordshire (was Banbury Sound)  
Capital Mid-Counties - South East Staffs (was Touch FM Staffs)  
Capital North Wales Coast  
Capital North West and Wales  
Capital Wirral  
Carrickfergus FM  
Celtic Music Radio  
Central FM  
[CFM](#)  
Channel 103  
Chris Country  
City Talk 105.9  
Classic FM N. Ireland Macro  
Corby Radio  
Cuillin FM (Isle of Skye)  
Dawn  
Dee 106.3  
Dilse Radio 1035am  
Diverse FM  
Downtown Country  
Dragon Radio (DAB)  
East Coast FM (East Lothian)  
Eava FM  
Encore Radio  
Energy FM (Isle Of Man)  
Erewash Sound  
Express FM  
Faza  
Fire 107.6 FM  
Forest FM  
[Forth 2](#)  
Fosse 107  
[Free Radio \(Birmingham\)](#)

Free Radio & GHR (Coventry & Warwickshire)  
Free Radio & GHR (Herefordshire & Worcestershire)  
Free Radio & GHR (Black Country and Shropshire)  
Fun Kids  
Future Radio  
Garrison FM (Aldershot)  
Garrison FM (Catterick)  
Garrison FM (Colchester)  
Garrison FM (Edinburgh)  
Garrison FM (Salisbury Plain)  
Gateway 97.8  
Gaydio  
GFM  
GO Radio  
Gold (Manchester)  
Gold (Nottingham and Derby)  
Government Leisure Centre Radio  
Gravity FM  
GHR Barnsley (was Dearne)  
GHR Beds, Bucks, Herts (was Mix 96)  
GHR Berkshire & North Hants (was The Breeze)  
GHR Blackpool (was Wave 96.5)  
GHR Bolton (was Tower FM)  
GHR Bradford & West Yorkshire (was Pulse 2)  
GHR Devon (was The Breeze South Devon)  
GHR Doncaster (was Trax)  
GHR Dorset (was Wessex FM)  
GHR East Midlands (DAB only)  
GHR Essex (was Dream 100)  
GHR Gloucestershire (was The Breeze)  
GHR Gt. Yarmouth (was The Beach)  
GHR Harrogate (was Stray FM)  
GHR Hereford & Worcestershire  
GHR Hull & East Yorkshire (was KCFM)  
GHR Ipswich & Suffolk (was Ipswich 102)  
GHR Leeds & West Yorkshire  
GHR Lincolnshire (incl. Grimsby & Rutland)  
GHR Liverpool (was Radio City 2 / CityTalk)  
GHR Manchester (includes Oldham – was The Revolution)  
GHR North Derbyshire (was Peak FM)  
GHR North Norfolk (was N. Norfolk Radio)  
GHR Norwich (was Radio Norwich)

GHR Plymouth (was Radio Plymouth)  
GHR Rotherham (was Rother FM)  
GHR Salisbury (was Spire FM)  
GHR Shropshire & Black Country (was Signal 107)  
**GHR South Coast**  
GHR Somerset (was The Breeze)  
GHR Surrey & East Hants (was Eagle)  
GHR Sussex (was Spirit FM)  
GHR Swindon (was SamFM)  
GHR Thames Valley (was Breeze – B'stokes/Newbury/Andover/Reading/Alton)  
GHR W.Norfolk (was KLFM)  
GHR Wakefield (was Ridings FM)  
GHR Warrington (was Wire FM)  
GHR West Country (was The Breeze)  
GHR West Midlands  
GHR Wigan & St.Helens (was Wish FM)  
GHR York & N.Yorks (was Minster)  
GHR Yorkshire Coast (was Yorkshire Coast Radio)  
**GTFM**  
Heart Bedfordshire  
Heart Beds, Bucks and Hertfordshire  
Heart Berkshire  
Heart Bristol and Bath  
Heart Cambridge  
Heart Cornwall  
Heart Crawley  
Heart Dorset  
Heart Essex (Colchester)  
Heart Exeter and Torbay  
Heart Gloucestershire  
Heart Hampshire  
Heart Harlow  
Heart Hertfordshire (Watford)  
Heart Milton Keynes  
Heart Norfolk  
Heart North Devon  
Heart North Lancs. and Cumbria  
Heart North Wales  
Heart Northamptonshire  
Heart Oxfordshire  
Heart Peterborough  
Heart Plymouth

Heart Somerset  
Heart South Hams  
Heart Suffolk  
Heart Torbay and South Devon  
Heart Wiltshire  
Heartland FM  
HFM  
High Peak Radio  
[Hits Manchester](#)  
Hits Ipswich (DAB only – was Town 102)  
Hits South Coast  
Hope FM  
Hot Radio  
Huntingdon Community Radio  
Imagine FM  
Imagine Radio (Derbyshire Dales and East Staffordshire)  
In2beats (Bedford)  
Inspiration FM  
Island FM  
Isle of Wight Radio  
Isles FM  
IUR FM (Newry)  
Jack 3 (Oxford - DAB)  
Jack FM (Oxford)  
Jack FM 2 Hits Oxfordshire  
JACK Surrey  
Kemet  
Kent Business Radio  
Kingdom FM  
KMFM (East)  
KMFM (West)  
Kohinoor Radio  
Little Radio (DAB only)  
Lochbroom FM  
London Greek Radio  
London Turkish Radio  
Lyca Radio 1458am  
Magic Chilled  
Mansfield 103 FM  
Manx Radio  
Marlow FM

## MFR 1 & 2

Mi-Soul

MKFM

Mon FM

Moorlands Radio

More Radio (Burgess Hill / Haywards Heath)

More Radio (Eastbourne / Hailsham)

More Radio (Hastings)

More Radio (Worthing / Littlehampton)

My Music Radio (was Pirate Oldies)

Nation Radio UK

Nation Radio (Scotland)

Nation Radio (South Wales)

Nation Radio Ceredigion

Nation 70s (DAB only)

Nation 80s (DAB only)

Nation 90s (DAB only)

NECR

Nevis Radio

New Style

North Highland Radio

North Manchester FM

## Northsound 1 & 2

Oban FM

Oldham Community Radio

Original 106 (Aberdeen)

Oxygen Radio

Panjab Radio

Park Radio

Peterborough FM

## Pirate FM

Polish Radio London

Premier Christian Radio

Pulse (Cheddar Valley)

## Pulse 1 (Bradford & Leeds)

Pulse 98.4 (Barrhead)

Pure 107.8

Q Radio Greater Belfast (96.7 & 102.5)

Quay FM (Alderney)

## Radio Borders

Radio Cardiff



Radio Carmarthenshire  
Radio Caroline North  
Radio Enham  
Radio Essex (was Southend & Chelmsford)  
Radio Essex DAB  
Radio Exe  
Radio Hartlepool  
Radio Jackie  
Radio Newark  
Radio Pembrokeshire  
Radio Peterborough  
Radio Ramadhan Edinburgh  
Radio Ramadhan Glasgow  
Radio Verulam  
Radio X (Manchester)  
Radio XL  
Rathergood Radio  
RNA FM  
[Rock FM & GHR Lancashire](#)  
Rocket FM  
Sabras Sound  
Salford City Radio  
Sandgrounder Radio  
Sheffield Live  
SIBC  
[Signal 1 & GHR Staffordshire & Cheshire \(was Signal 2\)](#)  
Silk FM  
Smooth (Bedford)  
Smooth (Bournemouth)  
Smooth (Cambridgeshire)  
Smooth (Cheltenham and Gloucester)  
Smooth (Dorset)  
Smooth (Essex)  
Smooth (Luton & Bedford)  
Smooth (Norfolk)  
Smooth (Northants)  
Smooth (Plymouth)  
Smooth (Reading)  
Smooth (Suffolk)  
Smooth (Swindon)  
Smooth Devon

Smooth Kent  
Smooth Radio Lake District  
Smooth Radio North West and Wales  
Smooth Radio Solent  
Smooth Radio South Wales  
Smooth Radio West Country  
Smooth Sussex  
Somer Valley FM  
Spirit & Soul Radio  
Star Radio (Cambridge)  
Sun FM  
Sunny Govan Radio  
Sunrise FM (Bradford)  
Sunrise Radio (London)  
Sunshine 855 Ludlow  
Sunshine Radio 106.2 (Hereford)  
Susy Radio  
Swansea Bay Radio  
Takeover FM  
Tameside Radio  
[Tay 1 & 2](#)  
[TFM & GHR Teesside \(AM\)](#)  
Thames Radio (London)  
Thornbury FM  
Time 107.5 (Romford)  
Tone FM  
Tudno FM  
Tulip Radio  
Two Lochs Radio  
U105  
UCB 1  
Uckfield FM  
Ujima Radio  
Union JACK  
Unity 101  
Unity FM 93.5  
Unity Radio  
[Viking FM](#)  
Virgin Anthems  
Virgin Chilled  
Voice FM

Wave 102 (Dundee)  
Wave 96.4 (Swansea) & GHR South Wales (AM – was Swansea Sound)  
Waves Radio (Peterhead)  
WCR FM  
West Sound (including West FM & Westsound)  
Wirral Radio  
Wythenshawe FM  
Xpress Radio  
XS Manchester

## **Band 2 - £37.90**

Capital FM Birmingham  
Capital FM Manchester  
Capital FM Scotland  
Capital Xtra Reloaded  
Classic FM Scotland Macro  
Downtown Radio  
Forth 1 & 2  
GEM  
Gold London  
Hallam FM  
Heart 70s  
Heart 90s  
Heart Dance  
Heart Essex  
Heart Extra  
Heart Kent  
Heart North East  
Heart Scotland  
Heart South Wales  
Heart Sussex  
Heart Yorkshire  
Heat  
Hits Radio Liverpool (City & GHR AM)  
Hits Radio S. Yorks (Hallam & GHR AM)  
Kerrang! (DAB)  
Kiss East Anglia  
Kiss South West  
Lincs FM

Magic Chilled  
Magic Soul  
Metro Radio & GHR Tyne & Wear (AM)  
Q Radio  
Radio City  
Radio X (London)  
Scala  
Smooth Chill  
Smooth Country  
Smooth Radio (East Midlands)  
Smooth Radio (West Midlands)  
Sunrise Radio (DAB, National)  
talkRADIO (DAB)  
talkSPORT2  
Wave 105 (Solent)

***Bauer Regional Groups<sup>1</sup>***

GHR Network Lancashire  
GHR North Yorkshire  
GHR Network Liverpool  
GHR Network London & South East  
GHR South West  
GHR S. Yorkshire & N. Derbyshire  
Hit Radio Brand East Anglia

**Band 3 - £50.20**

Absolute Radio (London)  
Capital Extra (London)  
Capital FM Yorkshire (South & West)  
Clyde 1 & 2  
Cool FM  
Heat  
Heart North West  
Heart West Midlands  
Jazz FM (DAB)  
Kiss Fresh  
LBC News (1152)

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<sup>1</sup> See list of stations within Bauer Regional Groups on page 16.

Mellow Magic  
Smooth Radio (North East)  
The Hits Radio (DAB)

*Bauer Regional Groups<sup>2</sup>*  
GHR Scotland  
GHR North West  
GHR Central South  
Hits Radio brand North East

## **Band 4 - £71.05**

Absolute Radio 90s  
Absolute Radio Classic Rock  
Clyde 1 & 2  
Smooth Extra  
Smooth Radio (London)

## **Band 5 - £98.55**

Absolute 80's (Digital)  
Absolute Radio (Total)  
All Gold FM/AMs  
All Radio X FMs  
All LBC FM/AMs  
Capital FM London  
Capital Xtra DAB  
Classic FM London Macro  
Classic FM Midlands Macro  
Classic FM North Macro  
Classic FM South Macro  
Greatest Hits Radio<sup>3</sup>  
Gold Digital  
Hits Radio North West  
Heart 80s  
Heart Digital

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<sup>2</sup> See list of stations within Bauer Regional Groups on page 16.

<sup>3</sup> See list of stations within Bauer Regional Groups on page 16.

Heart London  
Kiss 100 (London)  
Kisstory  
LBC (London)  
LBC Digital  
Magic 105.4 (London)  
Planet Rock (Digital)  
Radio X Digital  
Smooth Digital  
Smooth Radio (North West)  
Virgin Radio

*Bauer Regional Group<sup>4</sup>*  
GHR Yorkshire

## **Band 6 - £208**

Classic FM Digital  
Greatest Hits Radio Network<sup>5</sup>  
Hits Network Scotland  
Magic (UK)  
talkSPORT

## **Band 7 - £310**

Absolute Radio Network  
All Smooth FM/AMs  
Kiss Network  
Magic Network

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<sup>4</sup> See list of stations within Bauer Regional Groups on page 16.

<sup>5</sup> See list of stations within Bauer Regional Groups on page 16.

## **Band 8 - £831**

All Heart FMs  
All Capital FMs  
Classic FM National  
[Hits Radio Network](#)<sup>6</sup>

## **Other Payments**

App Pre-roll – £50.30 per 300,000 impressions  
DAX - £50.30 per 300,000 impressions  
Spotify - £50.30 per 300,000 impressions  
Instream - £50.30 per 300,000 impressions

## **In store**

1 to 149 stores (and In-store demos) - £29.50  
150 to 299 stores - £35.10  
300+ stores - £43.50

Client attendance at session - £137

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<sup>6</sup> See list of stations within Bauer Regional Groups on page 16.

## Bauer Station Groups List:

### In Band 2.

*GHR Network Lancashire* (includes GHR Blackpool, Wigan & Lancashire)

*GHR Network North Yorkshire* (includes GHR Harrogate, York, Yorks. Coast)

*GHR Network Liverpool* (includes GHR Liverpool & Warrington)

*GHR Network London & South East* (includes Surrey, North & East Hants, Berkshire)

*GHR Network Manchester* (includes Manchester, Oldham & Bolton)

*GHR Network South West* (includes Devon, Cornwall, Somerset, Gloucestershire, Wiltshire)

*GHR Network S. Yorkshire & N. Derbyshire* (includes GHR S.Yorks, Trax, Rother, Dearne, Peak)

*GHR West Yorkshire* (includes, GHR Leeds, Bradford, Wakefield)

*Hits Radio Brand East Anglia* (includes Norfolk, Suffolk, N.Norfolk, N.Essex, Kings Lynn, Gt.Yarmouth)

### In Band 3.

*GHR Network North West* (includes Wigan, Warrington, Bolton, L'pool, Mcr, Oldham, Lancs, B'pool)

*GHR Network South* (includes, Dorset, Hampshire, West Sussex, Wiltshire)

*Hits Radio Brand North East* (includes Tyne, Wear, Teeside & Cumbria)

### In Band 4 – None

### In Band 5.

*Greatest Hits Radio* (All GHR FM's / AM's)

*GHR Network Yorkshire (all) & N. Derbyshire*

### In Band 6

*Greatest Hits Radio Network* (includes Scotland "2" stations, Downtown Country, etc.)