

# Pricing and laydowns

## CPMs

Show sponsorship	£35
Airtime	£25
Showtime specific airtime	£30

- ▶ Prices are based on 30" copy
- ▶ 40" copy has a pricing factor x1.33
- ▶ 60" copy has a pricing factor x2
- ▶ There is also a 20% loading on any additional targeting (geo targeting)

## Laydowns

What does this sound like?

All Guardian podcasts excluding Today in Focus



Today in Focus



● Ad slot    ● Sponsor slot