



SPONSOR 'WHAT'S ON' WITH HEARTLAND FM

Weekdays 6.00am - 7.00pm

Sponsoring 'What's On' with Heartland FM gives you the opportunity to advertise across Highland Perthshire. This fantastic opportunity allows you to promote your business and sell your key messages to your target audience. Highland Perthshire is a highly sought after tourist destination, and we should be shouting about what is available for both locals and tourists to enjoy. This is primarily for local charity and nonprofit groups to get some publicity about their event on our station. Not only will you get sponsor credits for the show 7 times per day you will also gain from additional online advertising as we will ask our listeners to submit their Whats On Events via our website.

Sponsor Credits Top and Tail?	YES
Online advert?	YES

Sponsor Credits 10" approx	Mon	Tue	Wed	Thurs	Fri
Breakfast (6am-10am)	3	3	3	3	3
Daytime (10am-1pm)	2	2	2	2	2
Afternoon (1pm-4pm)	1	1	1	1	1
Drivetime (4pm-7pm)	1	1	1	1	1

- Top and tail sponsor credits will be played alongside the What's On bulletin 7 times each weekday
 - An online advert will be put on our website, with a hyperlink to your business page.
- Includes your business logo on the Heartland FM What's On guide online on our website in addition, your logo will appear on our Heartland FM 'What's On' Slideshow in our studio's window display at 23 Atholl Road, Pitlochry.



HEARTLAND ^{97.5} FM
*The Voice Of Highland
Perthshire*

Examples of sponsor credit top and tail version

This will be a 'top and tail' format mentioning you at the beginning of the bulletin, and giving your sponsored message at the end

Top - "What's On, on Heartland FM with <Your Business> (presenter reads bulletin)

Tail - (after presenter has read the bulletin) "What's On, on Heartland FM with <Your Business> <your sales message>, for example "For all car repairs, MOTs and service, call XXXXXX or find us on Facebook"

You can have more than 1 sponsor credit in rotation but no more than 4 at a time to ensure listeners hear your messages repeated

£240 per month plus VAT (£288 VAT inclusive)

For more information email sales@heartlandfm.co.uk quoting "What's On Sponsorship".

Normal T&C's Apply.