

Ever thought about advertising on the radio?

Advertise with your local community owned radio station



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

Who are Heartland FM?

We are a community owned and run radio station based in the heart of Scotland - Highland Perthshire. Our local team aim to not only create programmes that entertain, educate and inform but we also strive to reflect the interests and values of our community.

Heartland FM's history and developments for 2018?

In 1992 we started as Britain's smallest independent radio station and today we are Britain's longest running community owned station. Radio stations similar to us typically have a lifespan of 7 years so the success of the station is testament to those involved over time as well as local support from the community. To celebrate, we are bringing a brand new schedule, website and programmes for you to enjoy as well as moving to a new location at 23 Atholl Road, Pitlochry.

How can you be part of Heartland FM?

Here at Heartland FM local advertising helps us continue to build and improve the station. Allowing us to create more programmes and further involve the local community. Advertising with us is an ideal opportunity for your business to not only reach a wide audience across Perthshire but to also give back to our community.

Why advertise on the radio?

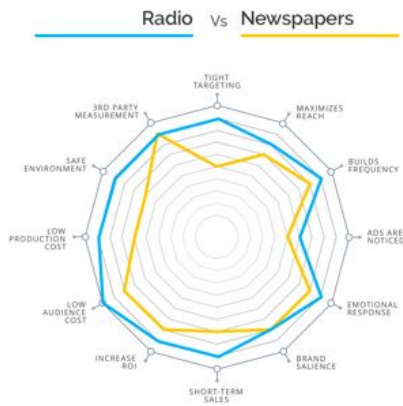
- Radio is the most trusted media medium
- 90% of adults listen to the radio every week in the UK
- In an ad avoidance world, radio allows your adverts to be heard. You cannot skip adverts on the radio. Therefore you reach both your target audience and those who may not have been looking for what you were offering before they heard the advert.
- Radio drives response, especially online.
- Not one page in the paper for one day - radio campaigns are flexible and allow audiences to be exposed to adverts daily at an affordable rate. (www.radiocentre.org/www.rajar.co.uk)





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Why advertise with Heartland FM?



- Our advertising is **cost effective**. We are a community team and realise that everyone has different budgets. We want to help the smallest to largest local businesses advertise with us so offer a variety of sponsorship and advertising packages to suit your budget.
- **We know the area**, allowing us to create highly targeted campaigns for you.
- Heartland FM **broadcasts across Highland Perthshire** reaching not only the larger villages of Pitlochry, Dunkeld and Birnam, Blairgowrie and Aberfeldy but also those smaller villages and remote locations that you would otherwise struggle to regularly advertise in.
- We are **modern**. The ways people consume radio are changing, with online listening and podcasts our new website, with new radio player and social media accounts can also help to promote your business.
- We make sure **your business stands out**. To do this we ensure the same genre of ads do not directly follow one another. If you are a food and drink business your advert will not be directly followed by another competitor in the same market, or where possible in the same advert break, this can be different to advertising in print.



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Options for advertising?

We have a variety of advertising packages to either maximise your outreach or directly reach your target audience.

1. Place an advert (spot advertising). This is if you want to advertise your business throughout the day and across the week reaching a variety of people and maximising opportunities to hear your advert.
2. Sponsor a weekday daytime show. Sponsorship for the Breakfast Show 6am-10am/ Daytime 10am-1pm/ Afternoon 1pm-4pm/ Drivetime 4pm-7pm. Weekend packages are also available.
3. Sponsor a feature, for example sponsor the 'Weather', 'What's On' or 'Traffic and Travel'.
4. Sponsor a specialist programme. Benefit from exclusive advertising at the beginning, middle and end of the speech or music based feature.
5. Online advertising, place a featured advert on our website.



Get in touch. To discuss advertising or sponsorship with us please drop an email with your budget to sales@heartlandfm.org or call Jackie on 01796 474040 and we will find a package to suit your needs. You can also find all these details on our website www.heartlandfm.org