



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

SPONSOR TRAFFIC AND TRAVEL ON HEARTLAND FM

Weekdays 6am - 10am and 4pm - 7pm

Sponsoring traffic and travel on 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. Not only will you get sole sponsorship of the feature 8 times each weekday you will also gain from additional promotional trails and online advertising. Our listeners want to hear the latest travel information at peak times and will repeatedly hear your campaign not only during the traffic and travel updates but across the rest of the day and week.

Promos? 30"	YES
Sponsor Credits Top and Tail?	YES
Online advert?	YES

Sponsor credits 10"	Mon	Tue	Wed	Thurs	Fri	Sat	Sun
Breakfast (2x sponsor credits at 6am, 7am and 8am)	6	6	6	6	6		
Drivetime (2x sponsor credits at 4pm, 5pm, 6pm)	6	6	6	6	6		
Promos 30" (outwith hours where there is a traffic bulletin)	6	6	6	6	6	6	6

- 1 x 10" Sponsor Credits played at each scheduled Traffic and Travel Bulletin, and when and Ad Hoc incident happens
- 6 x 30" Promo Trails each day outwith the programme times, giving our listeners the opportunity to hear your message, and direct listeners to the traffic bulletins
- An online advert will be put on our website with a hyperlink to your business page.



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Our Traffic and Travel is sourced from INRIX Radio Centre and scripted for us, with links we can tweet and send to Facebook. INRIX Radio have access to information from Speed Cameras, Traffic Cameras and information from the Police and Local Authorities to ensure our information is current and accurate.

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 - "Traffic and Travel on Heartland FM with <Your Business>
(presenter reads bulletin)

Tail - (after presenter has read the bulletin) "Traffic and Travel 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

Example of promo script 30"

"Keep up to date with the latest traffic and travel on Heartland with <Your Business> during Breakfast and Drivetime, we will have the latest direct from our travel centre with news on roadworks, delays and unexpected hold ups. Traffic and Travel 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"

£460 per month plus VAT (£552 VAT inclusive)

For more



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information email

sales@heartlandfm.co.uk quoting "TNT Sponsorship".
Normal T&C's Apply.