



HEARTLAND ^{97.5} FM
The Voice Of Highland
Perthshire

SPOT ADVERTISING WITH HEARTLAND FM

Placing an advert with Heartland FM gives you the ideal opportunity to advertise to a wide audience 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. This fantastic opportunity allows you to promote your business and sell your key messages to your target audience.

Standard Rates - set price plus one off production fee* and 20% VAT

£2.50 per 20 second advert.

£3.50 per 30 second advert.

£4.50 per 40 second advert.

Deal	Time period	Number of ads	Extras	Cost (production and 20% VAT inclusive)
Packag e 1	1 month	4 x 30 second ads/day	n/a	£420
Packag e 2	3 months	4 x 30 second ads/day	Unspecified bonus spots	£1140
Packag e 3	6 months	4 x 30 second ads/day	Unspecified bonus spots 2 commercially produced scripts (no production fee)	£2160
Packag e 4	1 year	4 x 30 second ads/day	Unspecified bonus spots 3 commercially produced scripts (no production fee)	£4320

***Production fee** = £55.00 + VAT for "one single voiced advert" where we produce a script and get a voiceover. Once the script is confirmed in writing or by email the fee is charged and any further changes will incur additional charges. If you already have an audio for your advert you will not be charged the production fee as long as it meets radio standards and is licensed for use on Heartland FM. Additional music licensing charges may apply.

For more information call Jackie on 01796 474040 or email sales@heartlandfm.co.uk quoting "Spot advertising". Normal T&C's Apply.