

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.

Our History?

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.

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.



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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)



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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Steps and process?

From start to finish this process can take up to 10 days, so please consider this when contacting us.

1. Think about your budget and what you want. We recommend a minimum of 4 spot advertisements per day for your adverts to be heard by our listeners. However, if you would rather target a specific audience or feature at prime times maybe one of our sponsorship options would suit you best. Read the brief descriptions below to see what you think.
2. Get in touch for a chat. Call Megan on 07341 276915 (her office hours are Monday-Wednesday 9am-5pm) or drop us an email anytime to sales@heartlandfm.co.uk
3. Getting creative, we will draft a script using the key points you wish to be included to help your advert or sponsorship have the best impact possible.
4. Once you have confirmed the script we will create the advert with a professional voiceover using your preferences for gender, accent, style etc. and add any library music you may wish to have.
5. Ready for air, we will always confirm the recorded advert for you, and nothing will go to air without you hearing the final advert first for your approval, then it's time for your brand new ad to be played.

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 daytime show. Sponsorship for the breakfast show 6am-10am/
Daytime 10am-1pm/ Afternoon 1pm-4pm/ Drivetime 4pm-7pm and Weekends.
3. Sponsor a feature. Sole sponsorship of the weather/what's on/traffic and travel etc.
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.





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Costs?

Spot advertising.

Standard offer - *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.

Package 1 and 2 - *set price plus one off production fee and 20% VAT*

- Package 1: 1 month advertising with 4 x 30 second ads/day, £420 *including* production and VAT.
- Package 2: 3 months advertising with 4 x 30 second ads/day plus unspecified bonus spots, £1140 *including* production and VAT.

Package 3 and 4 - *set price plus 20% VAT, all in-house production costs included in package.*

- Package 3: 6 months advertising with 4 x 30 second ads/day plus unspecified bonus spots and 2 commercially produced scripts, £1800 plus VAT (£2160 VAT inclusive).
- Package 4: 12 months advertising with 4 x 30 second ads/day plus unspecified bonus spots and 3 commercially produced scripts, £3600 plus VAT (£4320 VAT inclusive).

***Production fee** = £50 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 costs from £20.

Sponsor a daytime show.

Includes in-house production costs and an advert with a hyperlink to your business on our website. Set price plus 20% VAT

Breakfast (6am-10am): 3 sponsor credits/hour plus 6 promos everyday, £540/month (£648 VAT inclusive)

Daytime (10am-1pm): 3 sponsor credits/hour plus 4 promos everyday, £380/month (£456 VAT inclusive)

Afternoon(1pm-4pm):3 sponsor credits/hour plus 4 promos everyday, £380/month (£456 VAT inclusive)



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Drivetime (4pm-7pm):3 sponsor credits/hour plus 6
promos everyday, £480/month (£576 VAT inclusive)
Weekend (11am-5pm):2 sponsor credit/hour plus 4 promos weekdays, £300/month (£360 VAT
inclusive)

Sponsor a feature.

Includes in-house production costs and an advert on our advertisers page with a hyperlink to your website. Set price plus 20% VAT

Weather every prime time hour (13 x per weekday), £260/month (£312 VAT inclusive)
What's on (3 breakfast, 1 daytime, 1 afternoon, 2 drivetime weekdays), £140/month (£168 VAT
inclusive)
Traffic and travel (4 breakfast & 4 drivetime weekdays) plus 42 x 30" promotional trails/week,
£460/month (£552 VAT inclusive)
Your coffee break (3 plays at 11 am weekdays), £80/month (£96 VAT inclusive)
Get home happy 5pm (3 plays at 5pm weekdays), £80/month (£96 VAT inclusive)

Sponsor a specialist programme.

Includes all in-house production costs plus online advertising on our website Price plus 20% VAT.

- 1 hour specialist music show, 3 sponsor credits/hour plus 12 x 30" promos on run up to show, £80 per show (£96 VAT inclusive) - special prices available for block bookings
- 2 hour specialist music show, 3 sponsor credits/hour plus 12 x 30" promos on run up to show, £100 per show (£120 VAT inclusive) - special prices available for block bookings

Online advertising.

- Advert on our advertisers page - £60/month (£72 VAT inclusive)
- Advert on a banner on one page of our website (including advertisers page) - £80/month (£96 VAT inclusive)
- Advert on a banner on all website pages (including advertisers page) - £150 per month (£180 VAT inclusive)

Get in touch. To discuss advertising or sponsorship with us please drop an email with your budget to sales@heartlandfm.co.uk or call Megan and leave a message on 07341 276 0915 (her office hours are Monday - Wednesday 9am-5pm) and we will find a package to suit your needs.