



**HEARTLAND** <sup>97.5</sup> FM  
*The Voice Of Highland  
Perthshire*

## \*\*\*WEEKEND SPONSORSHIP OPPORTUNITY\*\*\*

**Weekends 11am-5pm**

Everyone likes to relax at the weekends, so our varied programmes on Heartland FM gives you the opportunity to have prime time advertising 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 two sponsor credits every hour you will also gain from four additional promo trails each weekday and online advertising. Our listeners will repeatedly hear your campaign not only across the weekend but throughout the rest of the week.

Promo trails?	YES
Online advert?	YES
Sponsor Credits	YES

	When	Mon	Tue	Wed	Thurs	Fri	Sat	Sun
Sponsor credits 10"	Weekends (11am-5pm)	-	-	-	-	-	12	12
Promo Trails 30"	Weekdays (6am to 6pm inclusive)	4	4	4	4	4	-	-

- Sponsor Credits will be played throughout the weekend 2 x per hour
- Promo Trails will be played during the week giving our listeners the opportunity to hear your message, and direct listeners you weekend sponsored shows
- An online advert will be put on our website with a hyperlink to your business page.



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### Example of Sponsor Credit 10”

“The Heartland FM Weekend with <Your Business> 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”

“The weekend a time for relaxing, exploring, catching up with friends and listening to the radio. Every weekend Heartland FM gives you the opportunity to experience a wide variety of programmes, especially for the listeners of Highland Perthshire. The Heartland FM weekend with <Your Business> for all car repairs, MOTs and service, call XXXXXX Or find us on Facebook”

**£300 per month plus VAT.  
(£360 VAT inclusive)**

For more information email [sales@heartlandfm.co.uk](mailto:sales@heartlandfm.co.uk) quoting “Weekend Sponsorship”.

Normal T&C's Apply.