



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

DRIVETIME SPONSORSHIP OPPORTUNITY

Weekdays 4pm-7pm

Our brand new drivetime show 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 3 sponsor credits each hour of Drivetime you will also gain from 6 promo trails each weekday and online advertising. Our listeners will repeatedly hear your campaign not only throughout drivetime but across the rest of the day and week.

Promo trails?	YES
Sponsor Credits?	YES
Online advert?	YES

	When	Mon	Tue	Wed	Thurs	Fri	Sat	Sun
Sponsor credits 10"	Drivetime (4pm-7pm)	9	9	9	9	9		
Promo Trails 30"	Across the day	6	6	6	6	6	6	6

- Sponsor Credits will be played throughout the programme 3 x per hour
- Promo Trails will be played outwith the programme giving our listeners the opportunity to hear your message, and direct listeners to your sponsored show
- 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”

“Drivetime on Heartland FM 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”

“Every weekday from 4 join me <presenter name> for Drive Time on Heartland FM I’ll keep you up to date with traffic and travel bulletins every 20 minutes, the best music to drive home to, the drive time competition and we’ll try to get you home happy with our Drive Time Happy songs just after 5pm. Drivetime from 4pm to 7pm weekdays on Heartland FM with <Your Business> for all car repairs, MOTs and service, call XXXXXX Or find us on Facebook”

**£480 per month plus VAT.
(£576 VAT inclusive)**

For more information email sales@heartlandfm.co.uk quoting “Drivetime Sponsorship”.

Normal T&C’s Apply.