



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

DAYTIME SPONSORSHIP OPPORTUNITY

Weekdays 10am-1pm

Our brand new daytime programme 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 3 sponsor credits each hour of Daytime you will also gain from 4 additional promo trails each day and online advertising. Our listeners will repeatedly hear your campaign not only throughout daytime but across the rest of the day and week.

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

	When	Mon	Tue	Wed	Thurs	Fri	Sat	Sun
Sponsor credits 10"	Daytime (10am-1pm)	9	9	9	9	9		
Promo Trails 30"	Across the day	4	4	4	4	4	4	4

- 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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Examples of sponsor credit 10”

“Daytime 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 10am to 1pm join the Heartland FM team, for three hours of music, chat and local information. We will be chatting about the local issues affecting Highland Perthshire, with guests from the local area and the world of entertainment, including our Coffee Break at 11. It’s the ideal accompaniment to your work day.

Daytimes on Heartland FM with <Your Business> for all car repairs, MOTs and service, call XXXXXX Or find us on Facebook”

**£380 per month plus VAT.
(£456 including VAT)**

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

Normal T&C’s Apply.