



# RADIO Larne

GREAT MUSIC! LOCAL NEWS!

## RATES PACK 2019

[www.radiolarne.co.uk](http://www.radiolarne.co.uk)

# Advert Packages

## On Air Advert - £40 p/m

### Minimum length - 1 Month

- \*Up to 30 Second Advert
- \*28 Adverts a Week (5 Per Day 7am- 10pm)
- \* **FREE** plays overnight/quiet times
- \* Commercial Production **NOT** included  
(see rate card for details)

## Show Sponsor - £25 p/m

### Minimum length - 1 Month

- \*On air sponsor tags in the show
- \*Target a specific audience
- \* **FREE** Outside Broadcasts from the Show. (3 a Year\*)
- \* Advert on the Show's page and Social Media Posts
- \* Commercial Production **NOT** included

## Complete Package - £50 p/m

### Minimum length - 3 Month

- \*Everything in the On Air Advert package
- \*Everything in the Show Sponsor package
- \* Plus advert on our website
- \* Commercial Production **included**
- \* **FREE** Roadshow/Outside Broadcasts from your

Business ( 4 per year\*)

## Station Sponsor - £200 p/m

### Minimum length - 6 Months

- \*Central identity with Radio Larne (branded as in partnership with Radio Larne)
- \*Everything in the Complete Package (play every break)
- \*Header Advert & Player Advert
- \* Commercial Production **included**



## RATE CARD

### PRODUCTION COSTS

- \*Up to 30 sec - £20.00
- \*More than 30 sec - £30.00

**\*\*PRODUCTIONS COST ARE ONLY A ONE TIME PAYMENT AND WON'T NEED TO BE PAID AGAIN UNLESS ADVERT NEEDS CHANGING\*\***

**\*\*NO PRODUCTION COST IF VOICED BY A PRESENTER\*\***

## Radio Advertsing! Why?

- It's accessible, portable and intrusive
- It's informative - It has up to the minute news, weather, sport and traffic information
- It's part of people's lives at home, in the car and at work
- It has a high levels of trust – radio is seen as a friend
- It's local
- It has low ad avoidance – you can't switch off your ears
- It's recent – often the last medium potential customers are exposed to before they buy

**Custom made packages can be created to suit your needs.  
Running an event? Want excellent coverage? Our media partner package  
could suit your needs better. For details send us a email!**

**GET IN TOUCH - [info@radiolarne.co.uk](mailto:info@radiolarne.co.uk)**