

Commercial Advertising Rates 2010

To advertise your business on Penistone FM, Call the Studio on 01226 764646

Why Advertise on Radio?

- ▶ Radio reaches people at home, at work, in the car like no other advertising medium.
- ▶ It relates to listeners in a personal and unique way
- ▶ Off the shelf packages or tailor made to suit your individual business

Why Penistone FM?

- ▶ Penistone and Districts only dedicated radio station
- ▶ Loyal local audience, proud to live in the area.
- ▶ Run by volunteers, non profit – support a community venture.

We can offer you all of this through the following Commercial Airtime

Superior Package

1	Month	10 x 30 Second adverts per day	£300
6	Months	10 x 30 Second adverts per day	£1200
12	Months	10 x 30 Second adverts per day	£1500

Basic Package

3	Months	5 x 30 Second adverts per day	£500
12	Months	5 x 30 Second adverts per day	£1000

Custom Package

Need a shorter promotion? Want to trial an advert?

Try our custom package at just £1.50 per play. Decide how many times per day you want to play your ad and how many days you would like it to run, and then all you have to do is add £40 commercial production costs to the total to get the custom package price.

Commercial Production costs are FREE for all superior packages and 12 month basic package, otherwise £40 for basic advert (One Voice male/female, background music) Extra costs for two voices/sound effects and additional production. Packages can be tailor made to your business needs including a mixture of both sponsorship and commercial airtime elements. All Airtime is sold subject to Penistone Community Radio Limited Terms & Conditions, full payment must be made with order and in advance of any commercial or sponsor message being broadcast.

Please contact the Studio to discuss your advertising needs.
Telephone 01226 764646 or email: studio@penistonefm.co.uk