



**EAST COAST FM ADVERTISING & SPONSORSHIP**

**For 107.6FM**

**ALL MONIES SPENT WITH EAST COAST FM (A REGISTERED CHARITY) IS REFUNDABLE VIA YOUR TAX RETURNS.**

**RATE CARD**

*Sponsorship of a Show*

Show sponsor once a Week Show £50.00 per month  
Works out £12.50 a week or £6.25 per Hour

Daily Show / Weekly Show

Day Time only 4 days per week  
3 Hour Shows £150.00 per month  
Works out £37.50 a week or £3.13 per Hour

**FREE WEB SITE BANNER AND LOGO INCLUSION AND FREE WEB SITE LINK INCLUDED**

**Jingle contains Company name, town, and telephone and or web site address**

**Full Advertisement**

HEAVY CAMPAIGN	49	£200.00 plus production per month
MEDIUM CAMPAIGN	25	£150.00 plus production per month
SOFT CAMPAIGN	16	£100.00 plus production per month

30- 40 Seconds long £60.00 for production of Advert (one off Charge)

49 inserts per week £200.00 (a MINIMUM OF 7 inserts per day spread over peak and off peak times)

**Sponsor FOR Main Features**

Traffic & Travel	£200.00 per month every hour or more if bad weather or road closures occur
Weather	£200.00 per month every hour or more if there is adverse weather
Community News	£200.00 per month, every hour

**Web Page Adverts**

Top of Page Banner	£80.00 per month	Client to supply artwork
Small web Page Box advert	£50.00 per month	Client to supply artwork

**EAST COAST FM 107.6 ARE THE ONLY FM RADIO STATION IN EAST LOTHIAN SERVING THE COMMUNITY WITH APPROX 125,000 LISTENERS PER WEEK (WE ARE RELIABLY INFORMED)**