



**SUNRISE RADIO**

# RATE CARD

**EFFECTIVE JAN. 2012  
FOR REGIONAL BUSINESSES**

<b>NUMBER OF SPOTS</b>	<b>SPOTS MUST BE USED WITHIN</b>	 <b>SUNRISE RADIO SPOT RATE</b>	<b>RADIO NETWORK SPOT RATE</b>
1 - 120	1 month ≤	<b>£ 45.00</b>	<b>£ 80.00</b>
121 - 240	2 month ≤	<b>£ 40.00</b>	<b>£ 79.00</b>
241 - 360	3 month ≤	<b>£ 39.50</b>	<b>£ 78.00</b>
361 - 480	4 month ≤	<b>£ 39.00</b>	<b>£ 77.00</b>
481 - 600	5 month ≤	<b>£ 38.50</b>	<b>£ 76.00</b>
601 - 720	6 month ≤	<b>£ 38.00</b>	<b>£ 75.00</b>
721 - 840	7 month ≤	<b>£ 37.50</b>	<b>£ 74.00</b>
841 - 960	8 month ≤	<b>£ 37.00</b>	<b>£ 73.00</b>
961 - 1080	9 month ≤	<b>£ 36.50</b>	<b>£ 72.00</b>
1081 - 1200	10 month ≤	<b>£ 36.00</b>	<b>£ 71.00</b>
1201 - 1320	11 month ≤	<b>£ 35.50</b>	<b>£ 70.00</b>
1321 - 1440	12 month ≤	<b>£ 35.00</b>	<b>£ 69.00</b>
1441 - 1560	12 month ≤	<b>£ 34.50</b>	<b>£ 68.00</b>
1561 - 2000	12 month ≤	<b>£ 34.00</b>	<b>£ 67.00</b>
2001 - 3000	12 month ≤	<b>£ 33.50</b>	<b>£ 66.00</b>
3001 - 4000	12 month ≤	<b>£ 33.00</b>	<b>£ 65.00</b>
4001 - 5000	12 month ≤	<b>£ 32.50</b>	<b>£ 64.00</b>
5001 - 6000	12 month ≤	<b>£ 32.00</b>	<b>£ 63.00</b>

PRICES BASED ON 20SEC. SPOTS. SUBJECT TO TERMS & CONDITIONS AS PUBLISHED ON THE WEB SITE AND AIR TIME AVAILABILITY.



**SUNRISE RADIO**

# SPONSORSHIP PACKAGES

Effective from January – December 2012

RATE CARD – GREATER LONDON

TIME	PROGRAMME NAME	DESCRIPTION	3 MONTHS	6 MONTHS	ANNUAL
6am -9am	Breakfast	10 sec tail 4 x each hour Mon - Sun	25k	45k	75k
9am -11 am	Mid Morning	10 sec tail 4 x each hour Mon - Sun	18k	30k	50k
11 am-1 pm	Lunchtime	10 sec tail 4 x each hour Mon - Sun	18k	30k	50k
1pm-4pm	Good Afternoon	10 sec tail 4 x each hour Mon - Sun	18k	30k	50k
4pm-7pm	Drive Time	10 sec tail 4 x each hour Mon - Sun	25k	40k	70k
7am-7pm	Hit of the Hour	10 sec tail once every hour Mon - Fri	18k	30k	50k
7am-7pm	Time Checks	10 sec tail once every hour Mon - Sun	25k	40k	75k
6am-10am	Traffic & Travel Morning	10 sec top & tail once every h Mon - Fri	10k	15k	25k
3pm-7pm	Traffic & Travel Afreemoo	10 sec top & tail once every h Mon - Fri	10k	15k	25k
7am-8pm	Flight Information	10 sec tail once every hour Mon to Fri	15k	25k	45k
7am-7pm	Voter's Poll	10 sec tail once every hour Mon to Fri	19k	35k	50k
7am-7pm	Weather Updates	10 sec tail once every hour Mon to Fri	12k	20k	36k
6am-9am& 5pm-7pm	Financial Updates	10 sec tail once every hour Mon to Fri	15k	26k	50k
4pm-7pm	HindiTop 20	10 sec tail once every hour	6k	8k	12k



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RADIO HOUSE, BRIDGE ROAD, SOUTHALL, MIDDLESEX, UB2 4AT

Operator: +44 (0) 208 574 6666 Sales: +44 (0) 208 574 7777

e-mail: [sales@littmedia.com](mailto:sales@littmedia.com)

[www.littmedia.com](http://www.littmedia.com)



**SUNRISE RADIO**

# OUTSIDE BROADCASTING OFFERS

(RADIO FROM YOUR PREMISES)

RATE CARD – GREATER LONDON

## Here is how we'll do it for you:

- ✓ In today's competitive market place getting your product or service known to the customer is getting harder. We present to you a unique and effective way of communicating with that customer. ..
- ✓ So you've spent the money, opened your business and now twiddling your thumbs waiting for customers to pour in or, you could have come to us and we could have helped, bringing with us 1 million listeners, in other words, 'your customers'!
- ✓ If you're running a business or starting up a new one and want to increase your sales, or have a new business with a grand opening, or even a special event or a multitude of places where a good atmosphere helps to attract more customers, our outside broadcasts are very effective and a lot of businesses really swear by it.
- ✓ In-Store Promotions, Product Launches, Live Links and Live Shows. From your business premises!
- ✓ There are three fantastic value packages available to help add value to your business and increase awareness and footfall into your business premises.
- ✓ We deliver your message about you and your business which is unparalleled to any other form of advertising!

*“ We would love to be at your business, event or launch of a new product and while we we're there we'll bring along **1 million** listeners! ”*



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## 3 PACKAGES TO SUIT YOUR BUSINESS AND BUDGET



**Just £ 7,000 + VAT**

This is ideal for a new small shop opening or business that has a new product or promotion. Our broadcaster will promote and talk up particular ranges of products on sale, making your customers aware of what offers are available. A light hearted personality can encourage awareness and impulse buying. This package is available at peak times for one hour which includes:-

- 6 adverts per day for two weeks running up to official opening of your business on two of our great stations
- 2x90 second 'live' inserts on any two of our super stations on the day of your event



**Just £ 10,000 + VAT**

This is ideal for a shop or superstore, car dealer or cash and carry that has a promotional weekend or day. Our broadcaster can promote and talk up particular ranges of products on sale, making your customers aware of what offers are available. A one to one interview with the business owner to encourage awareness and impulse buying and get the message of your product to our huge listening audience.

This package is available at peak times and weekends for three hours which includes:-

- 6 adverts per day for two weeks running up to official opening of your business across our network of stations
- 2x90 second 'live' or recorded inserts per hour on our network of super stations on the day of your event
- Two celebrity broadcasters at your premises on the day of your launch for three hours
- High Tec outside broadcast facility comprising of a small studio cubicle 3 metres X 2 metres with broadcast equipment and station branding on cubicle



**Just £ 12,000 + VAT**

This is ideal for large business openings or business that has a new product or promotion. Our two celebrity broadcaster will promote and talk up particular ranges of products on sale, making your customers aware of what offers are available. Encouraging awareness and impulse buying and taking a detailed look at your business and what it has to offer. This package is available at peak times and weekends for three hours which includes:-

- 6 adverts per day for two weeks running up to official opening of your business and two weeks after official opening on our network of great stations
- 2 x 90 second 'live' or recorded inserts per hour on our network of super stations on the day of your event
- Two celebrity broadcasters at your premises on the day of your event for three hours
- High Tec outside broadcast studio which is 3metres X 3 metres with full outside broadcast facility
- We will bring a PA system and play music, make any announcements and act as a compere for any attractions you may have.



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# LIVE READS AND COMPETITIONS

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**SUNRISE RADIO**

LIVE READ 125+VAT  
COMPETITION 200+VAT



**KISMAT RADIO**

LIVE READ 100+VAT  
COMPETITION 150+VAT



**BUZZ**  
ASIA RADIO

LIVE READ 100+VAT  
COMPETITION 150+VAT



**PUNJABI RADIO**

LIVE READ 75+VAT  
COMPETITION 100+VAT



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# WEBSITE ADVERTISING RATES

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RATE CARD – GREATER LONDON



## 30 DAY PACKAGE

Dimensions	Description	Rate
468 x 60 pixels	Top of page rotating banner	£430
400 x 100 pixels	Letter box right solus banner	£860
160 x 600 pixels	Skyscraper (new)	£1,300
300 x 250 pixels	(new)	£860



Dimensions	Description	Rate
468 x 60 pixels	Top of page rotating banner	£210
400 x 100 pixels	Letter box right solus	£430
160 x 600 pixels	Skyscraper (new)	£860
300 x 250 pixels	(new)	£430



Dimensions	Description	Rate
468 x 60 pixels	Top of page rotating banner	£210
400 x 100 pixels	Letter box right solus	£430
160 x 600 pixels	Skyscraper (new)	£860
300 x 250 pixels	(new)	£430



Dimensions	Description	Rate
468 x 60 pixels	Top of page rotating banner	£100
400 x 100 pixels	Letter box right solus	£210
160 x 600 pixels	Skyscraper (new)	£430
300 x 250 pixels	(new)	£210



Dimensions	Description	Rate
468 x 60 pixels	Top of page rotating banner	£430
400 x 100 pixels	Letter box right solus	£860
160 x 600 pixels	Skyscraper (new)	£1,300
300 x 250 pixels	(new)	£860

- We provide streaming in Windows Media. Windows Media Player is available for free download.
- Most of our online visitors are connected to hi-speed broadband
- We accept banners in .GIF and Flash formats. Production cost quoted on receipt of brief



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