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**From:** RutlandandStamford Sound <[RutlandandStamfordSound@outlook.com](mailto:RutlandandStamfordSound@outlook.com)>  
**Subject:** Support through advertising on Rutland & Stamford Sound

Dear Madam Mayor and fellow Councillors

Attached is the current price list for advertising on Rutland & Stamford Sound, mainly the adverts which are £85 to produce, and to play the advert for a month costs £165 at the most, starting at £100 as you'll see from the document.

We are a Community Interest Company which means any money raised goes back into the project, we are lucky to have received some grant funding but advertising is crucial to our survival, we also tried to price our rates at a level that most businesses and traders will be able to afford - we've had sole traders and also local shops and schools advertising with us so far and many have been on with us for several months, renewing as they go.

We recognise that your events are free to go along to and very much for the benefit of the community, and have been giving them some mentions, but a format agreement with some advertising spend would give them more coverage, and we also hope that any agreement in this way would demonstrate support from the Town Council for the local service we are providing.

We are currently talking to Uppingham Town Council and a group of traders in Stamford about running campaigns to encourage people to visit the town, spend time and spend money in the local shops. The commercials we broadcast are made by a production house with many years of experience and would work with you to produce something special and bespoke for you. We're also planning to stage live broadcasts from the towns on market days to encourage more footfall, and of course promote awareness of the new radio station too.

There is also a comprehensive events calendar on our website which is mainly full of events added by members of the community. We mention those through the day on our programmes too. We're currently looking for a sponsor for a regular event listing, that would be priced at £100 per month and you'd get 4 mentions a day as our events guide sponsor.

We also have a suggested donation for events that aren't charity or not for profit at £25 on this section, again to support events that may not have much budget but would like to use us.

I hope you find this information useful, and we hope to work with you in the near future.

Kind regards

Rob  
Rob Persani  
Project Manager, Rutland & Stamford Sound CIC

## Rutland & Stamford Sound Commercial Price List 2021

Effective 12<sup>th</sup> May 2021



### SPOT ADVERTISING PACKAGES

Prices for 30 second advert

- BRONZE: 4 plays per day £100 per month (83p spot rate)
- SILVER: 6 plays per day £135 per month (75p spot rate)
- GOLD: 8 plays per day £165 per month (69p spot rate)

(Prices for longer adverts available on request)

#### Advertising Creative:

Client to supply advertising creative.

We can put you in touch with our Commercial Production House and you can deal with them direct or via Rutland and Stamford Sound.

Prices start from £85 for a 30 second advert with an additional voice at £35

### SPONSORSHIP OF FEATURES

- TIME: Minimum 12 plays per day £150 per month
- WEATHER: Minimum 12 plays per day £150 per month
- TRAVEL: Minimum 10 plays per weekday £125 per month
- SPORT: 6 plays per weekend £50 per month
- SHOW SPONSORSHIP Contact us for details

### WEBSITE CAROUSEL

- Image and up to 60 words £20 per week

### SUMMARY TERMS AND CONDITIONS

Minimum contract periods

- Airtime: Spot advertising Bronze, Silver & Gold packages - minimum 1-month booking
- Sponsorships: Feature sponsors - minimum 1-month booking

Payment terms

- Advertising production payable in advance
- Spot adverts to be paid in full per month prior to going on air
- Payment to be made via BACS

Full terms & conditions will be provided upon booking prior to your agreement to the contract.

Prices displayed throughout this document are correct at 11<sup>th</sup> May 2021