



Advertising & sponsorship

Radio is an ideal low cost, high frequency advertising channel, getting you closer to your customers.

Radio advertising on Frome FM

Advertising package	Campaign (weeks)	Slots (daily)	Cost per slot	Total slots	Production fee (one ad)	Campaign cost
Frome Flash	3	2	£1.00	42	£80.00	£120
Frome Flash Intense	3	4	£1.00	84	£80.00	£160
Frome Gold	13	2	£0.75	182	£80.00	£210
Frome Gold Intense	13	4	£0.75	364	£80.00	£350
Frome Platinum	26	2	£0.55	364	£50.00	£250
Frome Platinum Intense	26	4	£0.55	728	£50.00	£450
Frome Diamond	52	2	£0.50	728	Free	£360
Frome Diamond Intense	52	4	£0.50	1456	Free	£720

Costs are based on advertising slots of 30 seconds. Total cost includes production of your first advert.

Online advertising

Campaign	Campaign (weeks)	Total cost
Banner advertisement	3	£30
Message on download player	13	£130
Advert on show page	13	£65
Online Intense (all of the above!)	13	£260



Sponsorship opportunities

Sponsorship package	Minimum campaign (weeks)	Info	Cost
Station sponsor	52	A bespoke package, designed to meet the precise needs of our station sponsors. We promise that your brand will be visible as ours, in print, on air and online. See overleaf for some of the options on offer.	From £8,000
Show sponsorship	Sponsor a minimum of 12 shows	Sponsor your favourite radio show and get at least two mentions per broadcast. Great for brand awareness and those looking to either align themselves with, or support their favourite show. £35 per show, minimum contract 12 shows.	£420

Reach

of approx.
26,000

residents in Frome & villages

5,000

unique website visitors each month

100's of show downloads every month

Over **1,600** likes on Facebook & **2,000** Twitter followers



Sponsorship - what's on offer...

At Frome FM we understand that advertisers and sponsors have varying needs and different reasons for advertising with, or sponsoring the station. Whilst our rate card covers the basics, we are more than happy to go 'off piste' to develop a package that will work for you. This could include promotion on social media, producing an outside broadcast at your organisation or even developing a competition broadcast on air and managed online. We're a friendly bunch and always keen to break new ground when it comes to promoting your organisation. The table below gives an idea of some of the opportunities currently on offer and this list is growing all time.



Sponsorship element	Station sponsor	Show family	Soundcheck show
Banner advertisement online	✓	✓	
Mention online in show page(s) blurb	✓	✓	✓
Outside broadcast from your organisation	✓	✓	
Online link to your organisation	✓	✓	✓
Show family sponsorship	✓	✓	
Soundcheck show sponsorship			✓
Priority logo placement on our website	✓		
Message on live-stream			✓
Message on the online download player	✓		
Facebook & Twitter mentions	✓	✓	
Priority logo placement on printed materials	✓		

Station sponsorship deals developed to your specification from £5,000 p/a

To find out more or discuss your campaign contact:

Di Pointon

Fundraising & Marketing Manager

Email:

di@frome.fm or hello@frome.fm

Tel:

07885 212659 or 01373 302609 (leave a message)

Website

www.frome.fm



Over **1000** followers on Tunein



Diverse & interesting range of shows



Radio advertising is affordable



Radio ads are difficult to ignore