

# RATE CARD 2018

## SPONSORSHIP and ADVERTISING PACKAGES

Highly effective sponsorship opportunities available, varying in cost dependent upon their frequency and level of relevance to the listener. These can be supported by bespoke voiced and musical 'jingles' when introducing or back referring the feature, with tailored credits.

We undertake the full professional production of scripts, music, sound effects and the finished audio productions. All sponsorship packages are also broadcast within the preview period beginning in July.

Packages comprise:

### SPONSORSHIP

#### The Results Sequence\*

£taken

- Broadcast on a regular basis, as and when received
- The complete day's top ten results sequence five times daily, split into two or three segments once an hour
- Featured within the Breakfast Show, afternoon and evening programming
- Minimum of 34 credits every day

#### The Breakfast Show

£4,200

- Wake a with a bright mix of race results, dedicated weather forecasts, maritime meteorological information interspersed with music
- Minimum of four spots an hour for the 2.5 hours of the Breakfast Show plus a further 12 spots throughout the day
- Minimum of 22 spots each 24 hour period
- Includes a separate Silver advertising airtime package, see below.

#### The Sailing Weather Forecasts\*

£5,500

- A dedicated sailing broadcast every hour from our acknowledged marine meteorologist - a vital part of the sailor's diet, carefully timed and a very popular programme segment. (Can be part of the Cowes TV visual feed at additional cost)
- Includes a Gold advertising campaign package
- Broadcast twice every hour in the Breakfast Show, then once an hour
- Minimum 36 spots per day plus overnight bonus

#### Race Courses\*

£3,800

- Broadcast every ten minutes throughout the crucial start sequences every day of racing for three hours, and compulsory listening for race crews
- A rare commercial spot during the peak listening times of race starts commentaries
- Minimum of 40 spots per 24 hour day.

**Commentary Boat (visual branding and airtime package) £7,000**

- Our fully instrumented commentary boat is on the water throughout the racing, right in front of competitors and spectators, all day, every day. Have your name associated with the boat every time it is mentioned and full branding in the public eye. As featured on Cowes Live! TV. Includes a full Gold commercial airtime campaign.
- Minimum of 50 spots per 24 hour day.

**Regatta Report £4,000**

- An entertaining speech-based programme reviewing the days racing and classified results
- Interviews with the winners and celebrities
- Trophy presentations
- Minimum four spots/hour during the programme and promotions throughout the day
- Minimum of 20 spots per day plus overnight bonus

**Competition Packages \* From £2,500**

Available for sponsors to promote specific products. Includes guaranteed promotion spots, highlighted presentations and outside broadcasts from your stand or location, plus feature interviews and editorial presenter mentions.

**Web banners, links and streaming ads/pre-rolls From £500**

Traditional banners, online commercials and branded 'skinned' audio players all available on the Cowes Radio hosted web pages, that attract huge numbers of viewers and downloaded hours throughout the period.

**Preview programming package, broadcast the month prior From £500**

We stream speech programming with a blend of forthcoming 2018 preview features and archive highlights material from the past 33 years of Cowes Radio for the month running up to the event. Ideal, for example, to publicise services or products for the competitor and targeting the audience worldwide during the build up to the Week. All sponsorships and airtime commercials are streamed in the month prior to Cowes Week.

**Into the Evening £2,000**

A leisurely three hour mix of themed music, reports, interviews and highlights from the day and the HYS Race Results sequence. Promoted throughout the day with suitably crafted sponsor credits. Minimum 4 spots/hour plus promotion throughout the day, total 20 spots per 24 hours.

## **'ADVERTORIAL'**

A three minute recorded interview-style promotion, including the pre-production recordings to suit, broadcast a minimum of 3 times per day throughout the Week, giving a total of 24 spots for the Week.

Can be included in the preview programming as part of this package, as long as the interview is recorded in time. (i.e. in June) **From £1200**

## ADVERTISING RATES

Advertising is transmitted throughout the 24 hour broadcasting day, starting with the Breakfast Show at 0700. The cost per thousand rate is highly competitive compared with Independent Local Radio stations rates, with the added benefit of a highly targeted ABC1-rich adult audience, calculated using an audience base of over 150,000 from on-site surveys.

In a previous Cowes Week Regatta organisers' survey, all 250 of the interviewed yachts and their crew (of the 900 boats that compete every year) awarded Cowes Radio as *"the most memorable and unique part of the regatta"*.

### **Example packages including production costs:**

#### **Platinum: £3,000**

- One to five 20/30/40/60 second commercials\*\*, sequentially every hour
- 200+ plays including bonus spots for the Week
- Includes the same rotation and spot rate for online July preview programming, so up to 500 preview spots.
- Editorial interviews throughout either live or recorded
- Prominent live button/flash banner on the Cowes Radio website

#### **Gold: £2,000**

- One to four 20/30/40 second commercials\*\* with a spot rate of every two hours
- 100+ plays during the Week including bonus overnight spots
- Commercials also broadcast in online preview programming for July onwards, 200+ plays
- Editorial interviews
- Live button/flash banner on Cowes Radio website

#### **Silver: £1,200**

- One to three 30 second commercials\*\* every three hours – at least 64 plays
- Overnight bonus spots
- Commercials also broadcast in online preview programming for July onwards, 200+ plays
- Live button on the Cowes Radio website

#### **Live Reads and Spot ads: from £350**

Ten second voice only advert, (thirty words to an agreed and produced script)

#### **Additional features and compliance notes**

- Platinum to Silver supporters also have the opportunity for interviews with key nominated personnel and guests. Scheduled for broadcast to suit your needs
- Targeted spots at certain times of the day can also be arranged to suit the product or service, at a premium. Peak tariff applies during race start period from 1000-1300
- Unless stated otherwise, packages are based on the production of 30-second professionally crafted radio commercials and include the basic production costs of one male or female voice-over with music and sound effects to your agreed brief.
- Other commercial lengths, greater or shorter, can be accommodated on a pro-rata basis

- Client provided commercials are accepted for broadcast and a suitable discount given. All commercials must pass ASA (Advertising Standards Authority) regulations and requirements
- Joint commercials for groups or features, timed spots and longer live reads are also available at comparable rates
- These commercials available after the event for your website, radio or other commercial use
- All plus vat at 20%.

***Please call or email us with your target objectives and we will create a fully tailored proposal.***

**Contact the Cowes Radio sales office:** Airwaves: 01489 578850 / [sales@cowesradio.co.uk](mailto:sales@cowesradio.co.uk)  
Or Producer/Director Steve Ancsell directly on: 07860 446003 / [steve@cowesradio.co.uk](mailto:steve@cowesradio.co.uk)

*\* Can be incorporated with the **Cowes TV** video streaming airtime - contact us for details*

*\*\* All commercials are professionally produced to a pre-agreed brief and approved script*

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