

Show Sponsorship

What is it?

Sponsoring a Sine FM show is a great way to **publicise your business on a regular basis** whilst also developing a **positive public image**. It's also ideal if you want to **align your brand to a specific target audience**.

Who will hear it?

Our average listenership on FM is **over 252,000 a month** but we also have a **huge and ever growing** online radio audience. All our programmes are also available on-demand online – and **we won't edit out your adverts!** Our full range of on-demand programmes are accessed **tens of thousands of times monthly**.

NOTE

We also offer sponsorship of our on-air **travel and news bulletins**. Enquire for more information!



STARTS AT JUST

£20

PER SHOW!

What do I get?

You get a **sponsor tag** at the **start and end of each show**. You also get **1 jingle in the middle for 1 hour shows and 3 jingles for 2 hour shows**. You also get an **animated online banner on your sponsored show page**, making this a **cost effective, mixed media advertising option**.

What's the cost?

Show sponsorship costs **between £20-£35 per show**, dictated by its length and time of broadcast. All production costs are included in the price quoted. All we ask for is a short 13 week commitment per show sponsorship package.

Additional sources:

ONS (Nov 2011), RAJAR/Ipsos MORI/RSMB (Q3 2011), RAMGAR (Q3 2011), Google Analytics (Jan 2012)

7

sine fm
102.6