

## SPOT ADVERTISING

### The Benefits

#### **PREMIER OFFERS EFFICIENT TARGETING**

Radio targets audiences efficiently because different stations attract different communities of listeners and Premier offers advertisers a unique opportunity to talk directly to Christians across the UK.

#### **PREMIER REACHES PEOPLE AT RELEVANT TIMES AND PLACES**

Most radio listeners while listening are engaged in another activity, and this means that advertisers can reach listeners at key 'touchpoints' i.e. when they are on the school run, surfing the internet, before going to Church etc. And now that radio can be heard on mobiles and on the internet these 'touchpoints' are becoming even more widespread.

#### **PREMIER REACHES OUT IN AN ADVERTISING AVOIDANCE WORLD**

Research shows that radio, together with cinema, has the lowest level of advertising avoidance; people rarely switch stations, and are available to listen to any message that is relevant, informative, creative or intriguing. This is a great opportunity for advertisers who want to reach out to new customers, or to tell existing customers something they didn't know.

#### **PREMIER HAS A 'MULTIPLIER EFFECT' ON OTHER MEDIA**

Research has proved that Radio multiplies the effect of other media such as online, TV and press and increasingly Premier advertisers are taking the 'multi-media' approach and combining radio advertising with online advertising. This multiplier effect originates in the fact that it is an audio-only medium, and therefore stimulates a different part of the brain.

#### **PREMIER CREATES A LARGE 'SHARE OF MIND' FOR A BRAND**

In the same way that the station can create music artist success, it can create a sense of ubiquity for a brand. This is for two main reasons 'firstly, because radio ads are on frequently, and secondly because listeners tend to spend so long listening (Premier listening is on average 13 hours per week). Therefore a brand which is big on Premier can create a disproportionately large 'share of mind' for itself.

#### **PREMIER DRIVES RESPONSE, ESPECIALLY ONLINE**

Radio has always been a strong 'call-to-action' medium, and this is even more true in a world where consumers access brands via the internet. Recent IAB/RAB joint research revealed that at any given time a fifth of internet surfers are listening to radio, so they are a click away from interacting with a brand. In the case of Premier, listeners also visit us online adding huge value for advertisers taking a multi-media approach to their messaging.

#### **PREMIER IS 'A FRIEND'**

Listeners tune in for emotional reasons - to lift their spirits, to be inspired, to be a support in their lives and to stop themselves from feeling lonely or isolated. Radio therefore represents a trusted friend and this is a valuable context for an advertiser to appear in.

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## NEVER DONE RADIO ADVERTISING BEFORE? 10 STEPS to your first campaign...

### STEP 1

You are assigned an Account Manager to take you through the whole advertising process. Premier has an experienced team of Account Managers who will take you through each step of the process offering you a high level of customer care throughout.

### STEP 2

Your Account Manager will meet with you or take a full brief on the telephone about your company and the objectives and required outcome of your radio campaign on Premier.

### STEP 3

Based on the brief, your Account Manager will send you a proposal for your consideration.

### STEP 4

If you accept the proposal, your Account Manager will send you confirmation paperwork for signature, a Creative Briefing Sheet and will arrange payment etc.

### STEP 5

Your campaign is confirmed on receipt of your confirmation paperwork and your completed Creative Briefing Sheet (which outlines more specifically your ad requirements including the creative treatment and 'tone' of the ad).

### STEP 6

Ads go to air a minimum of 72 hours from receipt of your confirmation paperwork and cleared payment.

### STEP 7

Our scriptwriter will produce a script according to your brief which will be sent to you for approval in advance of production.

### STEP 8

Once you have approved your script, your script will go to RACC for clearance (Radio Authority Clearance Centre).

### STEP 9

Subject to RACC clearance, your ad will go into production and the produced ad will be sent to you for sign-off prior to your campaign commencement.

### STEP 10

The day before your campaign starts you will be sent ad transmission times.

**Please speak to an Account Manager about special 'First Time Advertiser' deals**

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## RADIO ADVERTISING

Spots can be the following lengths:

Length	London*	Nationwide* (Inc London)
10 seconds	11.00	14.00
20 seconds	18.00	22.50
30 seconds	22.50	28.00
40 seconds	29.00	36.50
50 seconds	38.00	47.50
60 seconds	42.00	52.50

\* London: MW \* Nationwide: MW and all digital platforms

For an additional charge you can guarantee -

- A **premium** time band or show at 30% more
- A specific **premium** commercial break at 50%

*Premier premium time bands are between -*

*0500-1100, 1600-1900 and 2100-2400 on Monday to Friday*

*0800-1000 and 2100-2300 on Saturday*

*0700-1000, 1200-1500 and 2100 - 2300 on Sunday*

*Standard non-premium campaigns are scheduled  
midnight to midnight*

## VOLUME DISCOUNTS

The more you spend, the greater the discount you earn.

As a general guideline Spend	Discount
£2,000 campaign	up to 10% discount
£3,000 campaign	up to 12.5% discount
£5,000 campaign	up to 17.5% discount
£7,000+ campaign	up to 25% discount

Discounts on the rate card are available for 'volume advertisers' at our discretion.

Volume is based on level of spend per campaign.

## CAMPAIGN EXAMPLES

### Suggested packages

Campaign	London	Nationwide*
<b>4 OR 5-DAY CAMPAIGN</b>		
20 x 30 second commercials with standard commercial production	£670	£780
<b>7-DAY CAMPAIGN</b>		
30 x 30 second commercials with standard commercial production	£895	£1,060
<b>10-DAY CAMPAIGN</b>		
50 x 30 second commercials with standard commercial production	£1,345	£1,620

Please note that our minimum London only campaign value is £670 and minimum Nationwide campaign value is £780

Rates do not include guaranteed spot times or any additional commercial production costs.

For other options please speak to your sales executive.

Standard non-premium campaigns are scheduled midnight to midnight.

\* London: MW \* Nationwide: MW and all digital platforms  
 Effective 01/02/08

## COMMERCIAL PRODUCTION

Once you have purchased your airtime,  
it's time to decide what to do with it!

95% of all commercials aired on Premier are produced by our in-house creative production team. Our highly professional and creative production team will write and produce commercials to your brief.

### COSTS

**Standard production for a Premier advertisement:** £250

**Included in the price**

- Professional, customised script
- One professional voice
- One music track\* or sound effect
- Engineering, editing and post-production service

### ADDITIONAL OPTIONS

Additional voice £50

Client voiced commercial (all/part) £50

Celebrity voice / Original Music prices on request

Additional music track\* £35

\* MCPS-approved library music.

Premier's Commercial Production studios are now available for hire!  
Contact your Account Manager for details.