

Radio Advertising Rate Card

Effective January 2019



Spot Length: Spots can be the following lengths:	LONDONWIDE		NATIONWIDE	
	PREMIER CHRISTIAN RADIO London & Surrey Medium Wave	PREMIER GOSPEL London DAB, Internet	PREMIER CHRISTIAN RADIO National DAB, Freeview, Internet, Medium Wave	PREMIER GOSPEL London DAB, Internet
10 Seconds	£15.00		£25.00	
20 Seconds	£22.50		£37.50	
30 Seconds	£30.00		£50.00	
40 Seconds	£37.50		£62.50	
50 Seconds	£49.50		£82.50	
60 Seconds	£60.00		£100.00	

DISCOUNTS

Please speak to your account manager about special offers available

For an additional charge you can guarantee

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

Premier premium time bands are between

0500-0900 & 1700-2100
on Mon to Fri

0800-1000 & 2100-2300 on Sat

0700-1200 & 2100-2300 on Sun

Standard non-premium campaigns are scheduled midnight to midnight

All rates are subject to VAT @ standard rate when applicable

Since 1995 **Premier Christian Radio** has been broadcasting inspirational teaching, praise, worship, news and debate 24 hours a day, 7 days a week.

Every day **Premier Christian Radio** is reaching a substantial and growing audience and has more listener hours than all other Christian TV and radio stations combined.

Premier Christian Radio is trusted by its audience which is uniquely loyal, involved and responsive and with over 20 years of experience **Premier Christian Radio** has a proven track record of running effective campaigns by using a consultative, multi-media approach.

Premier Christian Radio's broadcast is complemented by one of the UK's busiest Christian websites. Premier.org.uk delivers the latest Christian news, views and information, and offers visitors a high level of interactivity with Premier programming content.

Premier Gospel is a music station broadcasting on DAB digital radio across London. Packed with the best UK and international Gospel, from traditional to contemporary, from R&B to salsa and everything in-between. The sound of the station is uplifting and bright, aimed at lifting the spirits of all who listen whether they are Christian or not.

40% of Church-goers in inner London are from the African-Caribbean community, and **Premier Gospel** will provide a great service to this community as well as reaching beyond to people of all backgrounds who love Gospel music. Premier is a trusted brand to this audience and the launch of **Premier Gospel** provides the perfect conduit for your message to reach your target with impact.

Premier Gospel, it's music for life.

Premier.

MEDIA PACK

For more information contact your Account Manager, or call 020 7316 1300 option 2, or email sales@premier.org.uk

On Air
 In Print
 Online
premier.org.uk