

sales@brooklandsfm.co.uk

2009 RATE CARD

ADVERTISING

	per play	6 x ad day	7 day week	month	quarter	year
30 second rate	£2.50	£15.00	£95.00	£350.00	£950.00	£3,250.00
45 second rate	£3.00	£18.00	£115.00	£425.00	£1,100.00	£3,995.00

Set up and mounting fee : £30.00

Web Advert with link through to own site : £5 - £7.50 per month negotiated

Advertising spots run twice an hour - 20 past and 10 to the hour

SPONSORSHIP

		1 month	3 months	6 months	12 months
Weather sponsorship	Sold for 1 year	£250	£650	£1,300	£2,000
Travel Info sponsorship		£200	£500	£1,000	£1,750
Breakfast / Drivetime sponsorship	Sold to Dec	£100	£250	£400	£750

Weather bulletins occur after the news on the hour - 24x per day - 168 per week

Travel bulletins occur twice an hour during daytime hours - 115 per week

We can personalise an advertising package to suit your needs exactly

call 01932 808202 today

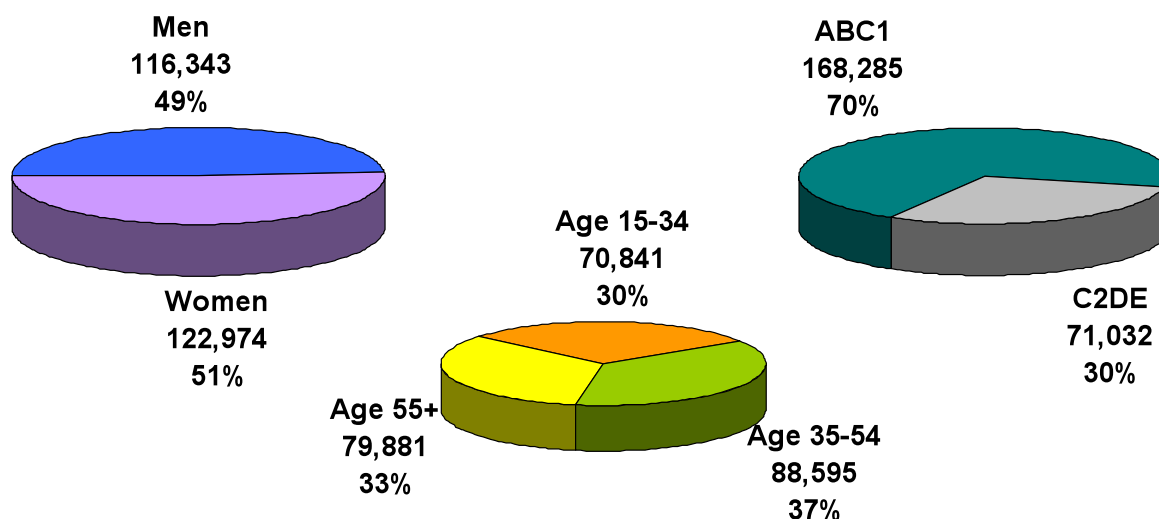
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Audience

BrooklandsFM radio broadcasts to an area within a 10 mile radius of Weybridge, covering the boroughs of Spelthorne, Elmbridge, Runnymede and Woking. It includes the main towns of Addlestone, Byfleet, Chertsey, Cobham, Shepperton, Walton and Weybridge.

Potential reach over 240,000 people.

The data for the towns is broken down into different groups as follows:



Source: The Newspaper Society (<http://www.nsdatabase.co.uk/index.html>)

Digital listening, which includes internet, digital TV and DAB, accounted for 20.1% of all radio listening in the first three months of 2009, according to the most recent Radio Joint Audience Research data.

⊆ Current listening figures show a growing audience:

Average monthly total hits* - Sep 08 - Feb 09 - 219,731
Mar 09 - Aug 09 - 313,392 (FM 9th Apr - 6th May)
+43% for latest 6 months

Average monthly total hits over past 12 months - 266,561 - approx 67,500 each week

Average monthly page hits* - Sep 08 - Feb 09 - 23,824
Mar 09 - Aug 09 - 26,164 (FM 9th Apr - 6th May)
+10% for latest 6 months

Average monthly page hits over past 12 months - 24,994 - approx 6,250 each week

Source: * Googlestats