

# BECOME A CCR ADVERTISER / SPONSOR

THE SUNFLOWER COMMUNITY RADIO ASSOCIATION  
CROSS COUNTIES RADIO LTD

Cross Counties Radio is uniquely positioned at the point where three counties meet, with a signal that truly "crosses the counties."

Our studio and 92FM transmitter are based at Magna Park, close to the M1/M6 connector, while our 95.4FM transmitter is located near the M1/M69 junction at Blaby. Together, they provide coverage right up to the boundaries of Leicester, Northampton, and Coventry – the very heart of our name, Cross Counties Radio.

We don't oversell our advertising spaces. We can keep radio advertising costs low because Cross Counties Radio is run entirely by a team of volunteers. Each year we offer just 24 exclusive and affordable advertising packages to local SME businesses.

The commercial break is a 30 second slot where your advert or message will be broadcast at the half hour point of the hour, a minimum of forty times a week. Airplay is straightforward – your commercial is placed in rotation with the other 23 advertising members, ensuring every advertiser receives the same number of plays across the station.

A sponsor tag relates to the business that supports a specific feature on the station – such as a show, weather update, or community segment with the business name and/or message acknowledged in a short tag, in line with Ofcom guidelines.

And here's something many people don't realise: radio is the only advertising medium that allows your audience to engage with your message while they're busy doing something else. Here are the facts at a glance:

## ANNUAL RADIO ADVERTISING / SPONSORSHIP COSTS

The annual Cross Counties Radio advertising radio airtime package (£624) and annual Cross Counties Radio sponsorship radio airtime package (if you are coming on board as a sponsor as well as an advertiser) (£624) fees are collected by GoCardless each month for a minimum of 12 months. £52 (or £104 if you are an advertiser and sponsor) being the monthly charge. Annual Sponsorship is only available alongside an annual advertising package.

## GOCARDLESS MONTHLY PAYMENT INSTRUCTIONS

GoCardless monthly payment instructions will be exchanged through email between the advertiser/sponsor and Cross Counties Radio – with links to follow, to enter your name, email, billing address and bank details to create the direct debit agreement.

Airtime for advertising and sponsorship will commence once the direct debit agreement has been completed and we have been notified by GoCardless.

## ADDITIONAL COSTS FOR THE PRODUCTION

Commercial and Sponsor Tag Production is payable to our Sister Organisation – The Sunflower Community Radio Association, usually by bank transfer. An invoice with payment details for the appropriate production costs will be emailed to the client ready for payment alongside our advertiser/sponsor Agreement.

£120.00 is payable in advance for any commercial production and £60 is payable in advance for sponsor tag production (in addition to the commercial production fee).

No creation or production will start until full payment is received by the advertiser/sponsor and our advertiser/sponsor Agreement has been signed. A link to a Signable agreement will be sent via email alongside the commercial production invoice.

## COMMERCIAL AND SPONSOR TAG PRODUCTION

Whether your commercial is produced in house or through our professional production partner, the producer handling your project will contact you directly – usually by email and often with a follow up conversation to discuss your requirements to gain a clear understanding of your advertising goals once the advance payment for production costs and agreement has been signed and received.

Become one of our 24 exclusive supporters today, and get your brand heard by thousands...