



Media Pack 2009

Cuillin FM
Stormyhill Road
Portree
Isle of Skye
IV51 9DY

Tel: 01478 611234 /611797

web: www.cuillinfm.co.uk
email: advertising@cuillinfm.co.uk



Signal Area

- Cuillin FM covers
 - Skye, Raasay, Kyle of Lochalsh, West Benbecula and South Uist
- 20,000+ people
- 6,000+ households (67% homeowners)
- 4000+ Gaelic speakers
- 1000+ businesses





Cuillin Listeners

- Varied music
 - Pop, traditional, rock, folk
- Local voices
 - Local connection to the station
- Personal
 - One to one
- Local belonging
- Gaelic



Cuillin Listeners

- Locals
 - At home
 - In the car
 - At work
- Tourists
 - B&Bs
 - In the car
 - Local venues
- Businesses
 - Play your local station throughout the day supporting you supporting us
- Worldwide
 - Internet based radio streaming





Our Aims

- To provide 80 hours plus listening time each week
- Provide a local voice for local people
 - Community discussions and open platforms
 - Local issues, weather news and what's on
- Platform for traditional music and culture
- Balance, individuality and inclusivity
- Critique for self-learning and development
- Professional, evolving and sustainable



Why Radio Advertising

- Radio is the perfect medium for building brand awareness through daily high exposure
- Repetition of your message - Repetition brings results!
- Radio supports and directs customers to your other media spend
- Radio often provides the final call to action prior to purchase
- Radio listening is a one-to-one relationship between the listener and station
- Radio advertising creates pictures in sound
- Cuillin fm – our listeners trust the information we broadcast – including your messages.



Why Cuillin fm?

- Cuillin fm broadcasts hourly International news updates and local news and messages
- Cuillin fm broadcasts the only multilingual (english/gaelic) daily updated guide to Skye events
- Cuillin fm broadcasts the only accurate local weather forecast
- Cuillin fm is UNIQUE - it is the only commercial station operating in the area
- Cuillin fm is heard playing in venue throughout Skye, Raasay and Kyle of Lochalsh, Benbecula and South Uist - Hotel Receptions, Restaurants, Taxi Cabs, Visitor Centres
- Cuillin fm therefore an ideal platform for Businesses to promote themselves and their services.
- Cuillin fm restricts the amount of advertising it carries. Advertising breaks are limited to a maximum of 2 minutes duration (e.g. 4x30 second commercials), and each hour is restricted to a maximum of 4 breaks. Your message WILL be heard.
- Cuillin fm carries themed programming providing sponsorship opportunities



Advertising packages

- The following examples are based on 13 week bookings. This is because Industry Research shows that radio advertising is most effective when used in this way
- **Bronze** – a light-weight campaign of 1 x 30 second commercials per day, starting at 4 days per week for 13 weeks.
- **Silver** – a medium-weight campaign of 2 x 30 second commercials per day, starting at 5 days per week for 13 weeks.
- **Gold** – a heavy-weight campaign of 4 x 30 second commercials per day, starting at 7 days per week for 13 weeks.



Advertising costs

Bronze package

- 1 commercial per day
- £10 per spot
- 4 days per week
- £40 per week
- 13 weeks
- Total Investment £520

Silver package

- 2 commercial per day
- £10 per spot
- 4 days per week
- £80 per week
- 13 weeks
- Total Investment £1040

Gold package

- 3 commercial per day
- £10 per spot
- 5 days per week
- £150 per week
- 13 weeks
- Total Investment £1950

- Prices based on 30 second advert (20 second £9 per spot, 40 second £11 per spot)
- Additional production costs charged to above rate
- Package lengths can vary
- 13 weeks plus discounts available
- Plus VAT on all prices
- All of the packages can be varied, mixed and matched. For example, it might be appropriate to use the Gold package for the first few weeks to support a product launch or new store opening, and then reduce to the Silver or Bronze package for the remainder of your booking.

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106.2 and 102.7 Serving Skye and Lochalsh



Advertising Production

- **Option 1**-Scripts professionally drafted -choice of 3 initial drafts for discussion, alteration, approval. Voice-over standard library music track. Up to 3 sound effects. £75
- **Option 2**-Scripts professionally drafted –choice of 3 initial drafts for discussion, alteration, approval. Two voice-overs (e.g. man & woman) over standard library music track. Up to 3 sound effects. Up to £85
- Pricing applies to commercials of any length – costs are session charges not words
- All commercials are licensed for use on ***Cuillin fm*** for 12 months. Commercials can be re-licensed for use after 12 months, subject to appropriate fee
- Use of commercials on other radio stations is subject to an additional fee – see our additional service



Classified Adverts

Wine and Dine -

- Cost-effective package designed for pubs, restaurants, take-away and other similar trades
- Commercials are 15 seconds long
- Commercials are scheduled at appropriate times of day to hit target market
- Entry level is 5 commercials per week

Stay and Play

- Cost-effective package designed for B&Bs, hotels, visitor attractions, events activities and other similar trades
- Commercials are 15 seconds long
- Commercials are scheduled at appropriate times of day to hit target market
- Entry level is 5 commercials per week

Both these commercials are ideal for the targeting the strong tourist trade here on the Skye, Raasay and the Kyle.



Classified Production

- **Wine and Dine + Stay and Play**
 - client writes own script, (with the aid of our 'how to' sheet), no cost to client
 - Script is professionally written for a cost of £7.50
 - Script is voiced over at cost of £10
 - Background music:
 - Cuillin fm wine and dine theme
 - Cuillin fm stay and play theme



Classified Costs

■ Wine and Dine Stay and Play

- 7 commercials per week (£5 per commercial x7= £35)
- Production cost £ 10 (+£7.50 if we write script)
- 13 weeks run: £35 x 13 = £455
- **Total Cost £465**

■ Charity Events

- Local registered charities and fundraising events
£10 production cost
- Maximum 2 weeks before event



Sponsorship - show

Bronze package

- 1 hour show *eg*
 - Mary's Mix
 - A Taste of Scotch
- £15 per spot
- 1 day per week
- £15 per week
- 26 weeks
- Total Investment £390

Silver package

- 2 hour show *eg*
 - The Crofter's Corner
 - Freefall
- £25 per spot
- 1 day per week
- £25 per week
- 26 weeks
- Total Investment £650

Gold package

- Primeshows
 - Breakfast Show
 - Dol Dhachaigh
- £30 per show
- 1 days per week
- £30 per week
- 26 weeks
- Total Investment £780

- A great way to publicise your business on a regular basis and build goodwill
- Production charges included for all show sponsorship
- We write, produce and create two specialised jingles for you
- Other show lengths available on request
- Multiple shows per week available
- 52 weeks discounts available, further discounts on multiple shows possible
- Plus VAT on all prices

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Sponsorship - Features

- We also offer sponsorship of our Weather, What's On guide, Stay and Play
- Played twice per day, cost £3 per broadcast
- Production cost £15
- Or happy to discuss your suggestions to create unique listening
- All sponsorship is for a minimum of 26 weeks
- 25% discount on annual bookings



Web Advertising

- Our site is live and active
- We have over 150 online listeners per day
- We have 1,000 unique visitors per month

Ensure **your** website is fully accessible to all **our** visitors - brand or profile your company by sponsoring a section on our leading, recently redesigned website: www.cuillinfm.co.uk



Online Packages

Banner Costs

- Web Cam and Streaming page (listen live) £100 per month
- 6 banners only, 20 second per banner
- Plus £40 production (£20 for supply of own artwork)
- Other Web Pages £50 per month
- Banner size: 468(w)x60(h)

Display Panels (Buttons)

- Home Position per £50 per month
- Other Web Pages £20 per month
- Button size: 120x120

There are a number of sponsorship and advertising slots available to tie-in with the live broadcasts.



Other Services

We also offer a range of radio and media based services for use in multiple outlets and non associated radio stations.



Production Services

- Need an audio advert for multiple media outlets – radio, podcast or web?
- We can create professionally produced broadcast standard adverts
- Costs start at £20 per advert
- Additional one off purchase cost £25



Show Creation

- An unique opportunity to create a fully focused show – for fun, education or sales
- Created by you, for you and with you
- We offer music and talk-based shows
- Prices start at £100 per show (vary depending on music/talk content)
- Additional purchase cost £25



Membership

Type

- **Individual** (£10 per year)
- **Concession** (£5 per year)
- **Partner/family** (£15 per year)
- **Associate** (5 employees or less £25 per year)

Benefits

- Create your own shows
- Direct and influence your local radio station
- Social events
- Access training
- Quarterly newsletter



Contact

Call Drew Millar now
to start winning more customers,
creating that buzz,
or simply to learn more about us.

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