



Media Pack 2011

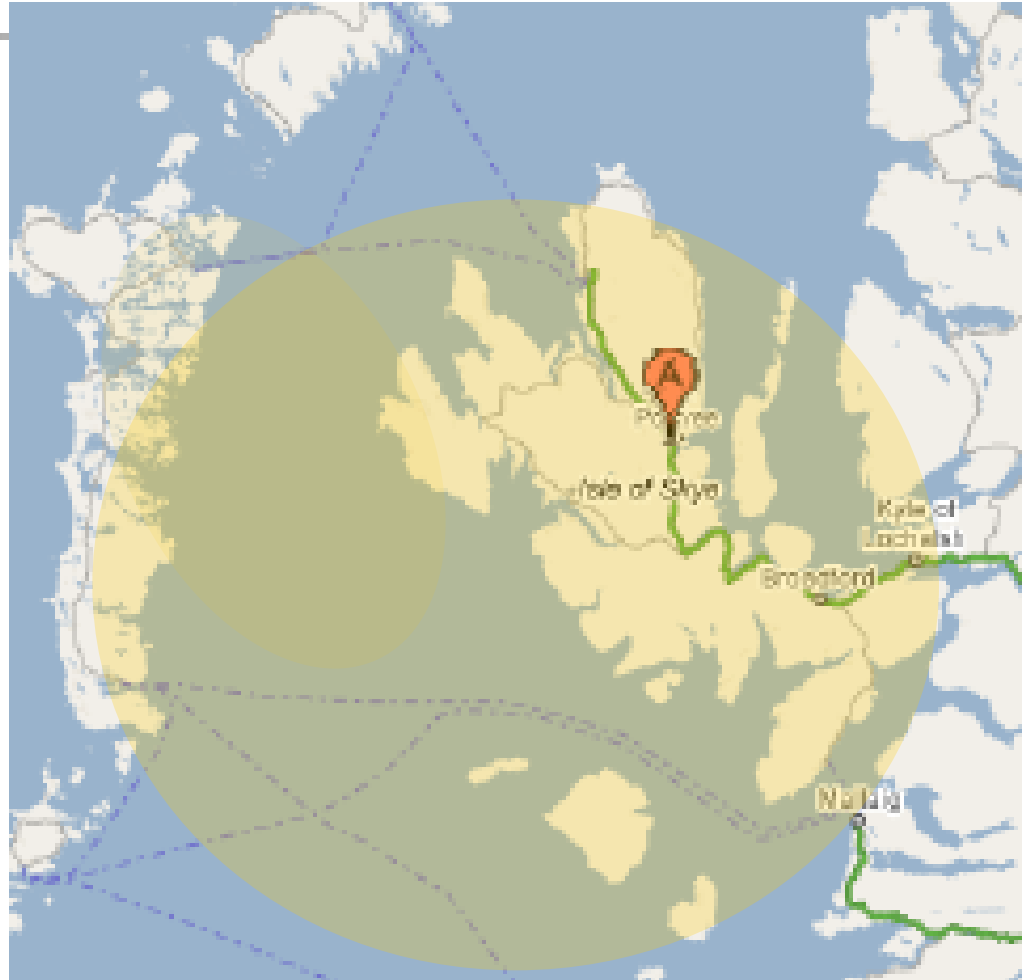
Cuillin FM
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Isle of Skye
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Signal Area

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





What you'll hear...

- Varied music
 - Pop, traditional, rock, folk
- Local voices
 - Local connections to the station
- Personal
 - One to one
- Gaelic presenters and music



Cuillin FM Listeners



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



Our Aims

- 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 regular international news updates together with local news and messages
- Cuillin FM broadcasts the only daily updated guide to Skye events
- Cuillin FM broadcasts the only local weather forecast
- Cuillin FM is UNIQUE - it is the only commercial station operating in the area
- Cuillin FM carries themed programming providing sponsorship opportunities
- Cuillin FM therefore an ideal platform for Businesses to promote themselves and their services.
- Cuillin FM is heard playing in venues throughout Skye, Raasay and Kyle of Lochalsh, Benbecula and South Uist - Hotel Receptions, Restaurants, Taxi Cabs and Visitor Centres



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
- These are only example packages. 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. £20 to £25
- **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 £100
- 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 & Production

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 7 commercials per week

■ **Wine and Dine Production -**

- Clients write own scripts
- Script is voiced over – cost of £10
- Background music
 - Cuillin FM wine and dine theme



Classified Adverts & Production

Business Bytes -

- Basic and cost-effective package designed for small local businesses
- Commercials are 15 seconds long
- Commercials are scheduled at appropriate times of day to hit target market,
- Entry level is 7 commercials per week

- **Business Byte Production -**
 - Clients write own scripts
 - Script is voiced over – cost of £10
 - No background music



Classified Costs

Wine and Dine / Business Bytes

- 7 commercials per week for the price of 6 at £5 per spot
 - 7 days airplay £30
 - Production cost £10
 - 13 weeks run £30 x 13 £390
 - Total Cost £400



Sponsorship - show

Bronze package

- 1 hour show *eg*
 - A Taste of Scotch
- £20 per spot
- 1 day per week
- £20 per week
- 26 weeks
- Total Investment £520

Silver package

- 2 hour show *eg*
 - The crofters 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 local weather forecast
- Minimum of 12 mentions per day, Mon-Fri, at a cost of £40 per week
- Production cost £20
- All sponsorship is for a minimum of 13 weeks
- Special offers on annual bookings



Web Advertising

- Our site is live and active
- We have over 17,000 online listeners 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.



Online Packages

Banner Costs

- £100 per month
- Banner artwork supplied by client
- Call for more details