

Indigo Market Place

...working with the community for the community

The Indigo Market Place



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Contact Details

INDIGO 106.6fm

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This pack contains details of the various mainstream advertising packages available with INDIGO 106.6fm.

Remember throughout that this is a “not for profit” community radio station run by volunteer members of the local communities for the local community.

By offering to sponsor or advertise with the station, you have the opportunity to associate your brand with a trusted community led initiative, at the same time as raising the profile and awareness of your own products or services.



Programme ,



Spot,



Station and,



Principle Sponsorship packages available by individual negotiation to give distinct platforms

Why INDIGO?

It's local, emotional and personal

It's immediate, no deadlines!

It's flexible, can start on any day of the week or any time of the day

It's one of the most cost effective ways to advertise

...IT WORKS!

Listen...ask around...We are the number 1 radio choice locally.

We cover all of the issues relevant to local life plus our mix of music, local and national news and sport, has been recognised at regional level for its excellence and professionalism.

Short Term

Because radio has no deadline, it is flexible. Your campaign can start at any time of the day or week. So, you can advertise it quickly and on the days/hours leading up to and during your promotion.

Long Term

Success takes time to build, BUT, we are committed to your community

**Advertise your business while supporting your local
community radio station**



Premier Sponsorship

What the Premier Sponsorship entails...

- 4 adverts per day between 8am & 6pm
- 5 days a week
- 4 week duration*
- If you sponsor for a year receive 2 weeks free!!
- Free Web Advert
- Advert can be read out by Sponsor or other voice can be arranged.
- Special offer: - 10% off when a year's contract is taken out!!

All the above for only £15.00 per week!

Equates to a rate of 75p per advert paid,

Years contract for just £675 instead of £750, saving you £75

*** Minimum 12 weeks**

Programme, Spot, Station and Website Principle Sponsorship packages available by individual negotiation to give distinct platforms

**Advertise your business while supporting your local
community radio station**



Standard Sponsorship

What the Standard Sponsorship entails...

- 3 adverts per day between 7am & 7pm
- 5 days a week
- 5 week duration
- If you sponsor for a year receive 2 weeks free!!
- Advert can be read out by Sponsor or other voice can be arranged.
- Special offer: - 10% off when a year's contract is taken out!!

All the above for only £12.00 per week!

Equates to a rate of 80p per advert,

Years contract for just £540 instead of £600, saving you £60

Web Advert available for an extra £50 per year.

* Minimum 15 weeks

**Advertise your business while supporting your local
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The Daily Marketplace

The Marketplace features your 10 sec promotion, twice daily, in the feature which will air on weekdays at the following times:

10.15am...12.15pm...2.15pm..4.15pm...

- 8 features per week
- 4 week duration *
- If you sponsor for a year receive 2 weeks free!!
- Advert can be read out by Sponsor or other voice can be arranged.
- Special offer: - 10% off when a year's contract is taken out!!

All the above for only £6 per week!

Equates to a rate of 75p per placement,

Years contract for just £270 instead of £300, saving you £20

Web Advert available for an extra £50 per year.

* Minimum 12 weeks

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Premier Weekend Sponsorship

What the Premier Weekend Sponsorship entails...

- 4 adverts per day between 8am & 6pm
- Saturday and Sunday's
- 4 week duration *
- If you sponsor for a year receive 2 weeks free!!
- Advert can be read out by Sponsor or other voice can be arranged.
- Special offer: - 10% off when a year's contract is taken out!!

All the above for only £8 per week!

Equates to a rate of 1.00p per advert,

Years contract for just £360 instead of £400, saving you £40

Web Advert available for an extra £50 per year.

* Minimum 12 weeks

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Off Peak Sponsorship

What the Off-Peak Sponsorship entails...

- 5 adverts per day between 7pm & 7am
- 5 days a week
- 4 week duration *
- If you sponsor for a year receive 2weeks free!!
- Advert can be read out by Sponsor or other voice can be arranged.
- Special offer: - 10% off when a year's contract is taken out!!

All the above for only £10.00 per week!

Works out at 40p per advert,

Years contract for just £450 instead of £500, saving you £50

Web Advert available for an extra £50 per year.

* Minimum 12 weeks

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Web Advert Sponsorship

What the Website Sponsorship entails...

- Advert on our website (advertisers page)
- All Day Every Day
- Full Year Round Contact Details
- One year contract from as little as £30 per year...0.57p/week
- Website Front Page and with links option*

*All the above for only 96p per week!...£50/year

Can be used as an add on to the standard, premier weekend and off peak packages.

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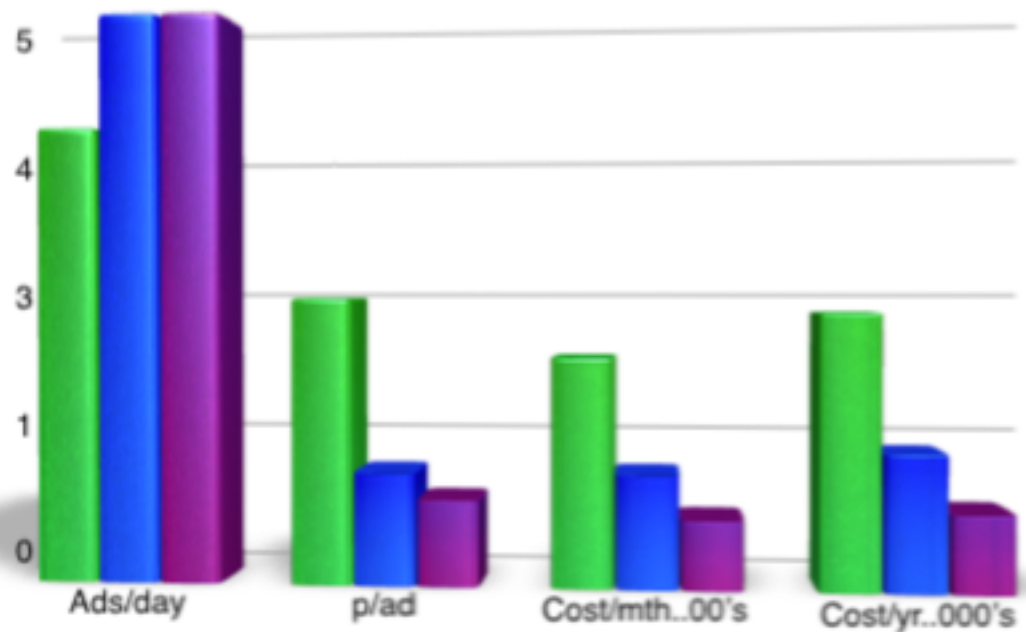
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An Affordable Local Option

■ Eden Fm ■ Preston fm ■ INDIGO 106.6fm

Comparative Community Radio Ad Costs



Advertise your business while supporting your local
community radio station



I /we would like to support my/our local community radio by purchasing: -

The Premier Weekday Package for...weeks duration

The Standard Weekday Package for..weeks duration

The Marketplace Package for ..weeks duration

The Premier Weekend package for...weeks duration

The Off-Peak package for...weeks duration

Please add on Website Presence

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