

RATE CARD 2017

SPONSORSHIP and ADVERTISING PACKAGES

Highly effective sponsorship opportunities available, varying in cost dependent upon their frequency and level of relevance to the listener. These can be supported by bespoke voiced and musical 'jingles' when introducing or back referring the feature, with tailored credits. We undertake the full professional production of scripts, music, sound effects and the finished audio productions. All sponsorship packages are also broadcast on the preview period beginning in July. They comprise:

SPONSORSHIP

The Results Sequence* £taken

- Broadcast on a regular basis, as and when received
- The complete day's top ten results sequence three times daily, split into two or three segments once an hour
- Featured within the Breakfast Show, afternoon and evening programming
- Minimum of 18 credits every day plus overnight bonus

The Breakfast Show (£Taken)

- Wake a with a bright mix of race results, dedicated weather forecasts, maritime meteorological information interspersed with music
- Minimum of four spots an hour for the three hours of the Show plus a further 8 spots throughout the day
- Includes a separate Silver advertising airtime package

The Sailing Weather Forecasts* £5,000

- A dedicated sailing broadcast every hour from our acknowledged marine meteorologist - a vital part of the sailor's diet, carefully timed and a very popular programme segment. (Can be part of Cowes Live! TV visual mediums at additional cost)
- Includes a Silver advertising campaign package
- Broadcast twice every hour in the Breakfast Show, then once an hour
- Minimum 16 spots per day plus overnight bonus up to 18, so total of some 270 spots.

Race Courses* £3,500

- Broadcast every ten minutes throughout the crucial start sequences every day of racing for three hours, and compulsory listening for race crews
- A rare commercial spot during the peak listening times of race starts commentaries

News **£4,000**

- Broadcast on the hour, every hour, throughout the main broadcasting day 07.00 to 1900 except during race start period 10.00-13.00. New is also broadcast during the overnight replay between 22.00 and 07.00.
- Fully produced key message 'jingles' for before and after the main news on the hour, plus ad-hoc plays during the hour giving 10 plays during Breakfast Show, plus 18 further plays throughout the day until 19.00.
- So 28 plays per day plus a further 18 during the overnight coverage. Total for the Week, 350 spots. Can be several different key messages to fit in with time of day or differing spots throughout the Week.

Commentary Boat (visual branding and airtime package) **£7,000**

- Our fully instrumented commentary boat is on the water throughout the racing, right in front of competitors and spectators, all day, every day. Have your name associated with the boat every time it is mentioned and full branding in the public eye. As featured on Cowes Live! TV. Includes a full Platinum commercial airtime campaign to emphasise the products associated with the naming of the boat. See below for spot frequency.

Regatta Report /Cream of Cowes **£4,000**

- An entertaining speech-based programme reviewing the days racing and results
- Interviews with the winners and celebrities
- Trophy presentations
- Minimum four spots per hour during the programme itself and promotions throughout the day
- Minimum 16 spots per day plus overnight bonus, 240 plus plays.

Competition Packages * **From £2,000**

Available for sponsors to promote specific products. Includes minimum of 100 guaranteed promotion spots, highlighted presentations and outside broadcasts from your stand or location, plus feature interviews and editorial presenter mentions.

Web banners, links and streaming ads/pre-rolls **From £500**

Traditional banners, online commercials and branded 'skinned' audio players all available on the Cowes Radio hosted web pages, that attract huge numbers of viewers and downloaded hours throughout the period.

Preview programming package, broadcast the month prior **From £500**

We stream speech programming with a blend of forthcoming 2017 preview features and archive material from the past 32 years for the month running up to the event. Ideal, for example, to publicise services or products for the competitor and targeting the audience worldwide during the build up to the Week. All sponsorships and airtime commercials are streamed in the month prior to Cowes Week.

Into the Evening **£2,000**

A leisurely three hour mix of themed music, reports, interviews and highlights from the day and race results. Promoted throughout the day with suitable tailored credits.

'Advertorial'

Three minute recorded interview-style promotion, including pre-production to suit, broadcast throughout the Week

From £1000

ADVERTISING RATES

Advertising is transmitted throughout the 24 hour broadcasting day starting with the Breakfast Show at 07.00. The cost per thousand rate is highly competitive compared with Independent Local Radio stations, with the added benefit of a highly targeted ABC1-rich adult audience, calculated using an audience base of over 150,000 from on-site surveys.

In a previous Cowes Week Regatta organisers' survey, all 250 of the interviewed yachts and their crew (of the 1000+ boats that compete every year) awarded Cowes Radio "the most memorable and unique part of the regatta".

Example packages:

Platinum: **£3,000**

- One or more 20/30/40/60 second commercials**, sequentially every hour
- 200+ plays including bonus spots for the Week
- Includes the same rotation and spot rate within online July preview programming
- Editorial interviews
- Prominent live button/flash banner on the Cowes Radio website

Gold: **£2,000**

- One or more 20/30/40 second commercials** with a spot rate of every two hours
- 100+ plays during the Week including bonus overnight spots
- Commercials also broadcast in online preview programming for July onwards, 100+ plays
- Interviews
- Live button/flash banner on Cowes Radio website

Silver: **£1,200**

- One 20/30 second commercial** every four hours – at least 50 plays
- Overnight bonus spots
- Live button on the Cowes Radio website

Bronze: **from £600**

- Twenty second advert**, maximum 60 words (can be more than one script)
- Minimum of 70 spots during the Week

Live Reads and Spot ads: **£10.00 per spot (Minimum of 35)**

Ten second **voice only** advert**, (thirty words to an agreed and produced script)

Additional features and compliance notes

- Platinum to Silver supporters also have the opportunity for interviews with key nominated personnel and guests. Scheduled for broadcast to suit your needs
- Targeted spots at certain times of the day can also be arranged to suit the product or service, at a premium. Peak tariff applies during race start period from 1000-1300
- Unless stated otherwise, packages are based on our own production of 30-second professionally crafted radio commercials and include the basic production costs of one male or female voice-over with music and sound effects to your agreed brief.
- Other commercial lengths, greater or shorter, can be accommodated on a pro-rata basis
- Client provided commercials are accepted for broadcast and a suitable discount given. All commercials must pass ASA (Advertising Standards Authority) regulations and requirements
- Joint commercials for groups or features, timed spots and longer live reads are also available at comparable rates
- These commercials available after the event for your website, radio or other commercial use
- All plus vat at 20%.

Please call or email us with your target objectives and we will create a fully tailored proposal.

Contact the Cowes Radio sales office: Airwaves: 01489 578850 / sales@cowesradio.co.uk
Or Steve Ancsell directly on 07860 446003 / steve@cowesradio.co.uk

* *Can be incorporated with the **Cowes Live!** video streaming airtime - contact us for details*

** *All commercials are professionally produced to a pre-agreed brief and approved script*