

ADVERTISING PACKAGES

Tariffs



Why advertise with Canalside Community Radio?

Because by doing so, in addition to attracting potential new business, you are also supporting North East Cheshire's most important community media operation; and in turn, supporting hundreds of local organisations and local public services. Your financial support enables us to publicise their events, on air and online at our Thread events and what's on guide. Continuously updated 'The Thread' website is the area's first port of call for events big and small, and all advertising as shown on the following pages is duplicated at www.thethread.org.uk as well as on our primary website at www.canalsideradio.net.

That's the Canalside difference! On air 24 hours a day, 365 days a year and online x 2, plus promotion on our Twitter feed @CanalsideRadio!!

So if you care about your business and your local community, look no further – for real advertising value it has to be Canalside Radio and The Thread every time!

If you need more information or if anything needs clarification please call our office on 01625 576689 and we will be pleased to answer your questions.

PACKAGE 1 (entry level)

£150.00 (per annum)

Includes all production and set-up fees

Minimum **4** rotation of audio advert on Canalside Radio per day.

Website presence (position as shown to the left):

48 appearances in 24-hour period (across both www.canalsideradio.net and www.thethread.org.uk)

All advertisers (Packages 1,2,3,4 and 5) are rotated in the top header box equally – approx. **30** appearances a day)

The screenshot shows the Canalside Radio website interface. At the top, there is a navigation bar with links: HOME, LISTEN LIVE, ON AIR, ON LINE, COMPETITIONS, WHAT'S ON, EATING OUT, OUR PARTNERS, and JOB FINDER. Below the navigation bar is a large 'top header box' containing the Canalside Radio logo and text: 'Canalside Radio+ 102.8fm Community Media for North East Cheshire'. To the right of the header box is a vertical column of five numbered boxes (1-5). Box 1 is highlighted with a blue cloud-like border. The main content area below the header box contains text about the station, including a list of services: 'Our comprehensive local events what's on guide called 'The Thread'' and 'Phase One Training (radio/media education & training)'. It also mentions a sponsor, Chrome Motors, and provides contact information for the media centre and telephone numbers.

PACKAGE 2

£280.00 (per annum)

Includes all production and set-up fees

Minimum **8** rotation of audio advert on Canalside Radio per day.

Website presence (position as shown to the left):

96 appearances in 24-hour period (across both www.canalsideradio.net and www.thethread.org.uk)

All advertisers (Packages 1,2,3,4 and 5) are rotated in the top header box equally – approx. **30** appearances a day)

Canalside Radio 102.8fm
Community Media for North East Cheshire

top header box

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To listen live click the above logo or visit this page for alternative ways to hear Canalside Radio online...

Canalside Community Radio Ltd. is one of over 300 Community Radio and Media organisations across the UK. Broadcasting to the North East Cheshire area since 2004 on 102.8fm from our media centre in Bollington, Canalside Radio is dedicated to serving our area with not only the best and most varied music selections you'll hear anywhere, but also with other great products including:

- Our comprehensive local events what's on guide called 'The Thread'
- Phase One Training (radio/media education & training)

We are supported by a wide range of local businesses; their advertising on this site is our lifeblood so we hope you'll view the advert banners and respond to as many of them as you can and support local traders!

Chrome motors
Our main sponsor is Chrome Motors who go the extra mile for us here at Canalside; our grateful thanks extend to Danny and his team for all of their continuing support.

Contact us – or even visit us in person!

Our Media Centre is located at: Canal 2B, Clarence Mill, Bollington, Cheshire, SK10 5JZ.

Our telephone numbers are: 01625 576689 (office) and 01625 576633 (studio)

Our email addresses are: office@canalsideradio.net and studio@canalsideradio.net

Follow us on Facebook and Twitter @CanalsideRadio

PACKAGE 3

£520.00 (per annum)

Includes all production and set-up fees

Minimum **16** rotation of audio advert on Canalside Radio per day.

Website presence (position as shown to the left):

192 appearances in 24-hour period (across both www.canalsideradio.net and www.thethread.org.uk)

All advertisers (Packages 1,2,3,4 and 5) are rotated in the top header box equally – approx. **30** appearances a day)

Canalside Radio 102.8fm
Community Media for North East Cheshire

top header box

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PLEASE NOTE! ALL PACKAGES are for a 12 Month period unless otherwise agreed. Early cancellation in all cases will incur production and set up costs of £75 and a cancellation cost of £50.

PACKAGE 4

£960.00 (per annum)

Includes all production and set-up fees

Minimum **32** rotation of audio advert on Canalside Radio per day.

Website presence (position as shown to the left):

384 appearances in 24-hour period (across both www.canalsideradio.net and www.thethread.org.uk)

All advertisers (Packages 1,2,3,4 and 5) are rotated in the top header box equally – approx. **30** appearances a day)

PACKAGE 5 (top level)

£1760.00 (per annum)

Includes all production and set-up fees

Minimum **64** rotation of audio advert on Canalside Radio per day.

Website presence (position as shown to the left):

768 appearances in 24-hour period (across both www.canalsideradio.net and www.thethread.org.uk)

All advertisers (Packages 1,2,3,4 and 5) are rotated in the top header box equally – approx. **30** appearances a day)

REMEMBER!

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Canalside Radio 102.8fm Community Media for North East Cheshire

top header box

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