



**SUNRISE TV**

# RATE CARD

**EFFECTIVE MARCH. 2012**

<b>NUMBER OF SPOTS</b>	<b>SPOTS MUST BE USED WITHIN</b>	 <b>SPOT RATE</b>
1 - 120	1 month ≤	<b>£ 20.00</b>
121 - 240	2 month ≤	<b>£ 19.50</b>
241 - 360	3 month ≤	<b>£ 19.00</b>
361 - 480	4 month ≤	<b>£ 18.50</b>
481 - 600	5 month ≤	<b>£ 18.00</b>
601 - 720	6 month ≤	<b>£ 17.50</b>
721 - 840	7 month ≤	<b>£ 17.00</b>
841 - 960	8 month ≤	<b>£ 16.50</b>
961 - 1080	9 month ≤	<b>£ 16.00</b>
1081 - 1200	10 month ≤	<b>£ 15.50</b>
1201 - 1320	11 month ≤	<b>£ 15.00</b>
1321 - 1440	12 month ≤	<b>£ 14.50</b>
1441 - 1560	12 month ≤	<b>£ 14.00</b>
1561 - 2000	12 month ≤	<b>£ 13.50</b>
2001 - 3000	12 month ≤	<b>£ 13.00</b>
3001 - 4000	12 month ≤	<b>£ 12.50</b>
4001 - 5000	12 month ≤	<b>£ 11.00</b>
5001 - 6000	12 month ≤	<b>£ 10.50</b>

PRICES BASED ON 20SEC. SPOTS. SUBJECT TO TERMS & CONDITIONS AS PUBLISHED ON THE WEB SITE AND AIR TIME AVAILABILITY.  
 WE CAN FIX THE SPOTS IN YOUR REQUIRED TIME BANDS . THE FOLLOWING SURCHARGES APPLY.  
 12 Hrs - 20% 6 Hrs - 30% 4 Hrs - 40% 2 Hrs - 50%



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# OUTSIDE BROADCASTING OFFERS

Effective from January – December 2012

ADVERTISING RATE CARD 2011

## Here is how we'll do it for you:

- ✓ In today's competitive market place getting your product or service known to the customer is getting harder. We present to you a unique and effective way of communicating with that customer. ..
- ✓ So you've spent the money, opened your business and now twiddling your thumbs waiting for customers to pour in or, you could have come to us and we could have helped, bringing with us 1 million listeners, in other words, 'your customers'!
- ✓ If you're running a business or starting up a new one and want to increase your sales, or have a new business with a grand opening, or even a special event or a multitude of places where a good atmosphere helps to attract more customers, our outside broadcasts are very effective and a lot of businesses really swear by it.
- ✓ In-Store Promotions, Product Launches, Live Links and Live Shows. From your business premises!
- ✓ There are three fantastic value packages available to help add value to your business and increase awareness and footfall into your business premises.
- ✓ We deliver your message about you and your business which is unparalleled to any other form of advertising!

*" We would love to be at your business, event or launch of a new product and while we we're there we'll bring along **1 million** listeners! "*



**THE NUMBER ONE ASIAN MEDIA NETWORK IN UK**

RADIO HOUSE, BRIDGE ROAD, SOUTHALL, MIDDLESEX, UB2 4AT

Operator: +44 (0) 208 574 6666 Sales: +44 (0) 208 574 7777

e-mail: [sales@littmedia.com](mailto:sales@littmedia.com)

[www.littmedia.com](http://www.littmedia.com)



## 3 PACKAGES TO SUIT YOUR BUSINESS AND BUDGET



**Just £ 7,000 + VAT**

This is ideal for a new small shop opening or business that has a new product or promotion. Our broadcaster will promote and talk up particular ranges of products on sale, making your customers aware of what offers are available. A light hearted personality can encourage awareness and impulse buying. This package is available at peak times for one hour which includes:-

- 6 adverts per day for two weeks running up to official opening of your business on two of our great stations
- 2x90 second 'live' inserts on any two of our super stations on the day of your event



**Just £ 10,000 + VAT**

This is ideal for a shop or superstore, car dealer or cash and carry that has a promotional weekend or day. Our broadcaster can promote and talk up particular ranges of products on sale, making your customers aware of what offers are available. A one to one interview with the business owner to encourage awareness and impulse buying and get the message of your product to our huge listening audience. This package is available at peak times and weekends for three hours which includes:-

- 6 adverts per day for two weeks running up to official opening of your business across our network of stations
- 2x90 second 'live' or recorded inserts per hour on our network of super stations on the day of your event
- Two celebrity broadcasters at your premises on the day of your launch for three hours
- High Tec outside broadcast facility comprising of a small studio cubicle 3 metres X 2 metres with broadcast equipment and station branding on cubicle



**Just £ 12,000 + VAT**

This is ideal for large business openings or business that has a new product or promotion. Our two celebrity broadcaster will promote and talk up particular ranges of products on sale, making your customers aware of what offers are available. Encouraging awareness and impulse buying and taking a detailed look at your business and what it has to offer. This package is available at peak times and weekends for three hours which includes:-

- 6 adverts per day for two weeks running up to official opening of your business and two weeks after official opening on our network of great stations
- 2 x 90 second 'live' or recorded inserts per hour on our network of super stations on the day of your event
- Two celebrity broadcasters at your premises on the day of your event for three hours
- High Tec outside broadcast studio which is 3metres X 3 metres with full outside broadcast facility
- We will bring a PA system and play music, make any announcements and act as a compere for any attractions you may have.

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# LIVE READS AND COMPETITIONS

Effective from January – December 2012

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LIVE READ 125+VAT

COMPETITION 200+VAT



**KISMAT RADIO**

LIVE READ 100+VAT

COMPETITION 150+VAT



LIVE READ 100+VAT

COMPETITION 150+VAT



**PUNJABI RADIO**

LIVE READ 75+VAT

COMPETITION 100+VAT



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# WEBSITE ADVERTISING RATES

Effective from January – December 2012

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## 30 DAY PACKAGE

Dimensions	Description	Rate
468 x 60 pixels	Top of page rotating banner	£430
400 x 100 pixels	Letter box right solus banner	£860
160 x 600 pixels	Skyscraper (new)	£1,300
300 x 250 pixels	(new)	£860

Dimensions	Description	Rate
468 x 60 pixels	Top of page rotating banner	£210
400 x 100 pixels	Letter box right solus	£430
160 x 600 pixels	Skyscraper (new)	£860
300 x 250 pixels	(new)	£430

Dimensions	Description	Rate
468 x 60 pixels	Top of page rotating banner	£210
400 x 100 pixels	Letter box right solus	£430
160 x 600 pixels	Skyscraper (new)	£860
300 x 250 pixels	(new)	£430

Dimensions	Description	Rate
468 x 60 pixels	Top of page rotating banner	£100
400 x 100 pixels	Letter box right solus	£210
160 x 600 pixels	Skyscraper (new)	£430
300 x 250 pixels	(new)	£210

Dimensions	Description	Rate
468 x 60 pixels	Top of page rotating banner	£430
400 x 100 pixels	Letter box right solus	£860
160 x 600 pixels	Skyscraper (new)	£1,300
300 x 250 pixels	(new)	£860

- We provide streaming in Windows Media. Windows Media Player is available for free download.
- Most of our online visitors are connected to hi-speed broadband
- We accept banners in .GIF and Flash formats. Production cost quoted on receipt of brief

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