

Facts about Silver FM

- We are a fully licensed Ofcom (RSL) FM Radio Station
- We are on-the-air in the run-up to Christmas; broadcasting from 28th November to 25th December 2015
- We are on-line now and will have FM coverage (see map) from our transmitter in Bushey
- We will cover 330,000 people in the Bushey, Watford, Borehamwood & Harrow area over an area of 85 Sq. Km



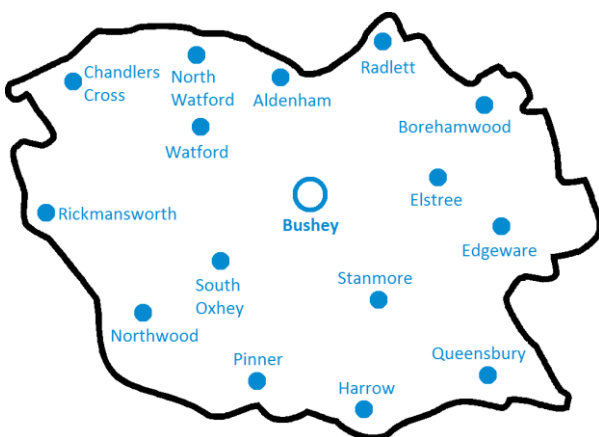
**Adverts for
less than
£1
each**

Why advertise with Silver FM?

- We are a charitable youth project, broadcasting on FM this Christmas, with all profits going to local Watford charities
- As a charitable donation you can offset the amount donated against corporation tax
- All staff and radio professionals are un-paid volunteers
- As a commercial FM radio station we can acknowledge your support on-air in a number of ways, from overall project sponsorship, to sponsorship of individual programmes or just advertising your company or products (subject to UK broadcast legislation)
- You can use this opportunity to boost your local community profile
- We can involve your staff in helping make this project a reality, we can facilitate companies who run schemes enabling employees give back to their local community
- We can discuss other press opportunities, such as joint press releases

Project / Christmas Day Sponsorship

- One package available, price on application
- 27 days of adverts trailing "Christmas Day – 100% Christmas songs, 100% advert free brought to you by <your company>" or other words as agreed
- Christmas Day, one credit per hour



Production

All adverts and on-air credits include free production by the Silver FM team; or, if you have one, we can use your pre-existing audio package

Note 1: Does not include Christmas Day

Advertising¹

- Regular 30 second adverts from under £1 per slot
 - 1 Week (7 days) for only £150
 - 2 Weeks (14 days) for only £250
 - 3 Weeks (21 days) for only £350
 - 4 Weeks (27 days) for only £400
- Your advert will play in rotation, with a guaranteed minimum of one slot per hour

Show & feature sponsorship¹

- Two available: Breakfast Show & Drive-time Show
- Travel & Weather sponsorship
- "Christmas Feature" sponsorship
- Watford "What's on" sponsorship
- Prices on application

A project of W3RT (Watford & Three Rivers Trust) UK Charity Reg. 1085518 Company Reg. 4090701
SilverFM - On the Internet now and on the air 28th November to 25th December 2015

Web: <http://www.silverfm.co.uk> **E-Mail:** info@silverfm.co.uk

Silver FM, 17 Holland Gardens, Garston, Watford, Hertfordshire. WD25 9JN Phone: 01923 884 964

25 YEARS OF HITS

SILVER

FM 87.9



How to listen - Now



On-line now via the TuneIn app for  & 



On the web now via www.silverfm.co.uk

28th November to 25th December 2015



Re-tune your radio to
87.9 FM