



RATE CARD

For further details please contact



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Get your sales message...

... into the heart of Southampton's thriving Asian & Ethnic communities
In a 2014 survey, 77% of Southampton's Asian & Ethnic community said that they listen to Unity 101 Community Radio.

Benefits of advertising on Unity 101 Community Radio

- ➔ Unity 101 Community Radio broadcasts 24 hours a day on 101.1FM Southampton, with a reach including some surrounding areas of Hampshire.
- ➔ In addition to FM, Unity 101 broadcasts online via www.unity101.org – with over 9,578 online listeners per month – and on our free Unity 101 smartphone app, which has been downloaded over 4312 times.
- ➔ Unity 101 Community Radio is a strong brand that is easily recognisable by people of all ages, ethnicities, and faiths from across Southampton.
- ➔ With 8 years of outstanding service to Southampton's ethnic communities, Unity 101 received recognition at the highest level with the Queen's Award for Voluntary Service for "promoting community cohesion via a multi-language broadcasting service.
- ➔ Radio advertising on Unity 101 is an inexpensive way to speak directly – and promote your products, services or business – to a mass audience, your potential clients or customers. Compare our advertising costs to local commercial radio costs or print advertising in local newspapers or magazines.
- ➔ Professionally recorded adverts highlighting your key messages.
- ➔ Your advert can be recorded and produced in English or in languages for the audience of your choice, including Hindi, Urdu, Panjabi, Polish, Pashto, Dari, Bengali, Chinese & Gujarati.
- ➔ Unity 101 is a reputable source of up-to-the-minute information for the City's diverse Asian and ethnic communities.

Radio 24 hours a day – 7 days a week

- ➔ Radio is everywhere, indoors and out, at home, in the car and at play; every household in the UK has at least 2 radios.
- ➔ Radio advertising is a frequency method of advertising, and frequency sells.
- ➔ Radio is repetition, repetition and repetition, which will build your reputation.
- ➔ Radio comes first; more people wake up to radio than any other method of advertising.

Advertising & Sponsorship Opportunities

Join the growing number of local companies who use radio to promote their business and services. We can help you to achieve your marketing goals through a bespoke advertising campaign on Unity 101.

Advertising

From 7am to 8pm daily, adverts are aired at 20 past and 40 past the hour. Bonus adverts are aired from 8pm to 7am the next day.

Description	Days & spots	Times and Spots	Cost
SPOT ADVERT 30/40 Seconds	31 days	12 spots aired during the daytime	£372

Sponsorship Opportunities

Description	Days & spots	Times and Spots	Cost
NEWS IN (Weekend)	Monday to Friday 5 days a week	7am to 8pm - every hour 14 times a day x 5 days a week Total 70 spots per week!	£303 per month Min order: 3 months
NEWS IN (Weekend)	Saturday & Sunday 2 days a week	7am to 8pm - every hour 13 times a day x 2 days a week Total 26 spots per week!	£121 per month Min order: 3 months
NEWS OUT	Monday to Sunday 7 days a week	7am to 8pm - every hour 14 times a day x 7 days a week 98 spots per week!	Ongoing
TRAFFIC IN & OUT	Monday to Friday 5 days a week	10am to 6pm - every hour 16 times a day x 5 days a week 80 spots per week!	£151 per month Min order: 3 months
WEATHER IN AND OUT	Monday to Friday 5 days a week	10am to 6pm - every hour 16 times a day x 5 days a week 80 spots per week!	£151 per month Min order: 3 months
TRAFFIC & WEATHER IN AND OUT	Saturday & Sunday 2 days a week	10am to 6pm - every hour 16 times a day x 2 days a week 32 spots per week!	£150 per month Min order: 3 months

PUBLIC SERVICE ANNOUNCEMENT PACKAGE

Intensive, across all audiences via our public service slots, 80 spots per week or 346 spots a month

Description	Days	Spots	Cost
COMMUNITY NEWS IN AND OUT	Monday to Friday 5 days a week	30 spots per week!	£200 per month
COMMUNITY HOUR IN AND OUT	Monday to Friday 5 days a week	10 spots per week!	
PUBLIC APPOINTMENTS IN AND OUT	Monday to Sunday 7 days a week	10 spots per week!	
JOB SLOT IN/OUT	Monday to Friday 7 days a week	30 spots per week Plus web presence	

ONLINE EXCLUSIVE PACKAGE

Description	Days & spots	Times and Spots	Cost
UPLAY REQUESTS RETURN MESSAGE	Monday to Friday 8pm – 7am next day	Text, web & email average 350 Uplay 350 weekly return messages	£315 for 3 months
WEB ADVERT ON EVERY UNITY PAGE	3 months	Online	

Each package carries a one-off production cost of £74

All production and advertising charges are subject to VAT

Sponsor a show on Unity 101 Community Radio

Advertising that is Tailored. Targeted. Trusted.

Our specialist shows attract loyal audiences from Southampton's diverse and wider communities. Sponsoring a show can ensure that your sales message reaches the audience that you want to hear it, via community presenters that they know and love. Our presenters will read your message 2 times per hour, during your sponsored show.



Drive Time **Monday to Friday**
4pm - 6pm
Community news, showbiz, sports, business round up, Job Spot, traffic updates, weather, artiste interviews & live chats with local organisations.



Student Takeover **Monday to Friday**
2pm - 3pm
Mondays - Itchen Sixth Form College
Tuesdays - Richard Taunton Sixth Form College
Wednesdays - Barton Peverel Sixth Form College
Thursdays - Regents Park Community College
Fridays - Oasis Academy Mayfield



Sound of Poland **2nd Monday of the month**
6pm-8pm
Music and information for the Polish people living in Southampton.



Tang Takor **3rd MONDAY**
of the month
6pm-8pm
A programme for people from Afghanistan, living in Southampton, in Pashto and Dari.



VIBRANT VIBES **Fortnightly Saturdays**
6pm - 8pm
Vibrant music: Afrobeats, Reggae and Soul
Vibrant chat: What's hot in Southampton, news from - and for - Southampton's Black British community and news from Africa & the Caribbean islands.



Notes, Beats & Bars **Fortnightly Saturdays**
6pm-8pm
Playing the best variety of soulful R&B, urban and old school



Saturday Sport **Saturday**
4pm - 6pm
The latest local, national and international sport news. Playing a mixture of British Chart and Brit Asian music.



in Punjabi
Sur Punjab De **Wednesday**
6pm - 8pm
Geet, Boliyaan and Punjabi folk music



Suhaana Safar **Saturday 2pm-4pm**
Songs from the 1980s to 2008 and all about the films and film stars of those years.



SUNDAY gupshup **Sunday**
12pm - 2pm
Fun topics inviting you to contact the studio and get involved!



Geetmala **Saturday & Sunday**
10am - 12pm
Golden classic songs from 40s to the 80s, bringing memories alive.



COMMUNITY HOUR **Monday - Friday**
3pm - 4pm
Informative and educational
Community issues and current affairs
Latest digital technology
Business and entrepreneurial tips



Krazy Geeta Ka Dhoom Dhadaka **Sunday**
6pm - 8pm
A rich collection of songs alongside weird and wonderful stories. Plus this week's Top 10 Bollywood chart.



Sargam **Sunday**
2pm-4pm
Rock and Ghazals by Pakistani singers from all over the world, along with poetry



In Bengali
Chayer Adda **First Sunday of the month**
4pm - 6pm
Music, Fun, Discussion... about everything Bengali.



Weekend Ki Suruvath Kamla Ke Saath **Friday**
6pm - 8pm
A variety of music, poetry and your requests and dedications



in Gujarati
Jhankar **Thursday**
6pm - 8pm
Featuring Folk and Lok Geet. Plus culture facts and a quick recipe



Halqa Sher-O-Adab **1st Monday**
of the month
6pm-8pm
Poetry and a collection of Ghazals with a special guest



Daytime Shows **MONDAY-FRIDAY**
10am - 2pm
Rich collection of songs, with topics for you to get involved.



Morning Show **Monday to Sunday**
7am - 10am
Current and health topics, news, jokes, movie clips, with great music to kick start your day



PULSE **Saturday 12pm-2pm**
Local news & information alongside modern music. In Hindi & English



UPLAY **Monday to Sunday**
8pm - 6am
Text UPLAY and song title to 60999
Email uplay@unity101.org
Submit online www.unity101.org



faith ON SUNDAY **Last Sunday of every month**
4pm to 6pm
A theme and discussion based monthly educational radio programme hosted by Sikh, Christian, Hindu and Islamic faiths



Youth 101 **2nd & 3rd Sunday of the month**
4pm - 6pm
By the youth, for the youth.
Music, sports, jokes, revision tips, song reviews, fashion, theatre plus tech news and local events



In Mandarin & Cantonese
UNDER THE SAME SKY **Last Monday of the month**
6pm - 8pm
Chinese Music, Culture and Information programme