



PUNJABI RADIO

RATE CARD

EFFECTIVE JAN. 2012

FOR REGIONAL BUSINESSES

NUMBER OF SPOTS	SPOTS MUST BE USED WITHIN	 SPOT RATE	RADIO NETWORK SPOT RATE
1 - 120	1 month ≤	£ 9.00	£ 80.00
121 - 240	2 month ≤	£ 8.75	£ 79.00
241 - 360	3 month ≤	£ 8.50	£ 78.00
361 - 480	4 month ≤	£ 8.25	£ 77.00
481 - 600	5 month ≤	£ 8.00	£ 76.00
601 - 720	6 month ≤	£ 7.75	£ 75.00
721 - 840	7 month ≤	£ 7.50	£ 74.00
841 - 960	8 month ≤	£ 7.25	£ 73.00
961 - 1080	9 month ≤	£ 7.00	£ 72.00
1081 - 1200	10 month ≤	£ 6.75	£ 71.00
1201 - 1320	11 month ≤	£ 6.50	£ 70.00
1321 - 1440	12 month ≤	£ 6.25	£ 69.00
1441 - 1560	12 month ≤	£ 6.00	£ 68.00
1561 - 2000	12 month ≤	£ 5.75	£ 67.00
2001 - 3000	12 month ≤	£ 5.50	£ 66.00
3001 - 4000	12 month ≤	£ 5.25	£ 65.00
4001 - 5000	12 month ≤	£ 5.00	£ 64.00
5001 - 6000	12 month ≤	£ 4.75	£ 63.00

PRICES BASED ON 20SEC. SPOTS. SUBJECT TO TERMS & CONDITIONS AS PUBLISHED ON THE WEB SITE AND AIR TIME AVAILABILITY.



PUNJABI RADIO

SPONSORSHIP PACKAGES

Effective from January – December 2012

RATE CARD – GREATER LONDON

TIME	PROGRAMME NAME	DESCRIPTION	3 MONTHS	6 MONTHS	ANNUAL
8am -10am	Breakfast	10 sec tail 2 x each hour Mon to Fri	4k	6k	10k
10am-1 pm	Punjabi Junction	10 sec tail 2 x each hour Mon to Fri	3k	5k	9k
1pm-4pm	Galla Baata	10 sec tail 2 x each hour Mon to Fri	3k	5k	9k
4pm-7pm	Geetan da Guldasta	10 sec tail 2 x each hour Mon to Fri	4k	6k	10k
7pm-9pm	Geetan Da Vanjara	10 sec tail 2 x each hour Mon to Fri	3k	5k	9k
8am-10am	Amrit Verkha (religiou	10 sec tail 2 x each hour Sat &Sun	2k	3k	5k
10am-12pm	Punjabi Chat Show	10 sec tail 2 x each hour Sat &Sun	2k	3k	5k
12pm-2pm	Gudhyian Preetan	10 sec tail 2 x each hour Sat &Sun	2k	3k	5k
2pm-5pm	Punjabi Mehfil	10 sec tail 2 x each hour Sat &Sun	2k	3k	5k
5pm-7pm	Hasda Punjab	10 sec tail 2 x each hour Sat &Sun	2k	3k	5k
7pm-10pm	Mehfil Mittran Di	10 sec tail 2 x each hour Sat &Sun	2k	3k	5k
10pm-12am	Khushbu Punjab De	10 sec tail 2 x each hour Sat	4k	6k	10k
12am-4am	Diva Bale Sari Raat	10 sec tail 2 x each hour Mon to Sun	1k	2k	3k
4am-8am	Nitnem Panj Baniyan	10 sec tail 2 x each hour Mon to Sun	3k	5k	8k

FOR QUICK RESPONSE CALL
0208 574 7777
9 AM TO 6 PM MONDAY – FRIDAY



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

www.littmedia.com



PUNJABI RADIO

OUTSIDE BROADCASTING OFFERS

(RADIO FROM YOUR PREMISES)

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! "*

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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**
- **2 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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PUNJABI RADIO

LIVE READS AND COMPETITIONS

Effective from January – December 2012

RATE CARD – GREATER LONDON



SUNRISE RADIO

LIVE READ 125+VAT
COMPETITION 200+VAT



KISMAT RADIO

LIVE READ 100+VAT
COMPETITION 150+VAT



BUZZ ASIA RADIO

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

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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