

Advertising and Sponsorship on thisisthecat.com

Here at The Cat we can offer various advert and sponsorship packages to suite your needs.

We have advertising packages that are tailored to your requirements biased on number of weeks and the number of times you would like that advert played each day.

You can also be the title sponsor for a show on The Cat or a feature sponsor.

Again all of this can be tailored to you requirements.

Advertising (Example)

No of Weeks	Adverts Per Day	Cost	Price Per Advert for Comparison	Additional Cost for each Commercial Production
4	4	£62	55p	£40
13	4	£127	35p	£40
26	4	£204	28p	£40
39	4	£262	24p	£40
52	4	£291	20p	£40
26	10	£510	28p	Inclusive
4	3	£46	55p	£40
13	1	£32	35p	£40
52	24	£1747	20p	Inclusive

For a full tailored package speak to our sales team

Show Sponsorship

All shows on The Cat have a flat sponsor ship rate of £80 for 6 months duration.

Addition cost to this is from voice over production, if done in house no charge and £40 if external.

Feature Sponsorship

Features are available for sponsorship for 6 months in duration as show below plus £40 production

Feature	Cost for 6 months	Occurrences
Cat Weather	£250	On the hour every hour
Community Action	£250	On the half hour every hour
Listen Again	£300	At the start of every listen again event for all programs
Twichy	£80	On Twichy's T-Shirt worn at all events he goes to

All prices are for internet broadcasting. When a Restricted Service Licence (RLS) FM broadcast takes place (maximum 2 per year) any advertising agreement and some Feature Sponsorship is suspended and a different set of rates for adverts is available. For existing advertisers at the time of FM transmission a 10% discount is available on the cost of RLS advertising. Show sponsorships are not affected.



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Restricted Service Licence (RSL) FM Broadcast

For RSL's an alternative set of rates are available for adverts along with Prime Sponsorship Packages for a period of 28 days

Prime Sponsorships

Feature	Cost (28 Days)	Package Details
Cat Weather	£3500	Your company mentioned into and out of the weather bulletin after the news each hour for 28 days and your advert once per hour
Community Action	£3500	Your company mentioned into and out of the Community Action Round Up every half hour for 28 days and your advert once per hour
Traffic & Travel	£1000	Your company mentioned into and out of the Traffic and Travel bulletin during the Breakfast and Drive Time shows on all week days and the Breakfast show at weekends. This will also apply to any travel updates at any other time of the day or night for the 28 day period. Your advert once per hour

Advertising (Example)

No of Weeks	Adverts Per Day	Cost	Additional Cost for each Commercial Production
4	3	£100.8	£40
4	5	£168	£40
4	7	£235.20	£40
4	9	£302.40	£40
4	11	£369.60	£40
4	15	£504	Inclusive
4	18	£554.40	Inclusive
4	21	£646.80	Inclusive
4	24	£739.20	Inclusive

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