



HBS Radio Advertising Rates Summer 2010

www.hbsradio.co.uk

Registered Charity No 505200

Why Hospital Broadcasting Sheffield?

HBS Radio broadcasts 24/7 from our own studio suite at the Royal Hallamshire Hospital in Sheffield.

HBS can be heard on thousands of bedside entertainment terminals as well as treatment and waiting areas at four hospitals in the Sheffield NHS Trust - England's second largest NHS Trust - the Northern General, Royal Hallamshire, Jessop Wing and Weston Park.

Medium wave listeners can tune in to 1431 AM from the dedicated Northern General Hospital transmitter.

Your advertising donation gives you great PR and exposure and helps keep HBS's vital patient service going. The station is a Charity operated and managed entirely by volunteers who provide the free-to-air entertainment service for patients, visitors and the hospital community.

Listener and programme profile

HBS has a family friendly output for listeners from 18 to 70+ which includes patients and their visitors alongside NHS staff and the local community.

Popular programming is a mixture of shows that includes music, chat and our speciality programmes such as Centre Circle and the Classical Show. Exclusive football commentaries are broadcast during the season from local stadiums.

Advertisement production and costs

Advertisements are produced by HBS staff at the Sheffield Studio. Our Production Team will liaise with you to devise a script with music and effects as required. If you have a voice preference for male or female, young or old, just let us know. We welcome clients contributing their own voice to personalise their advertisements.

- £50 in-house production cost per single advertisement up to 30 seconds.
- A 40% in-house production discount will be applied for packages over £1000.
- Additional charges will apply if external actors, music, effects or other resources or travel are required.

Payment

Payment in full is due prior to initiating production and / or broadcast.

Terms and conditions

Hospital Broadcasting Sheffield terms and conditions apply.

Contact our Marketing Team [today](mailto:marketing@hbsradio.co.uk)
marketing@hbsradio.co.uk

Advertiser

30 second advertisement

Premier

12 plays per day : 7 days per week

| | |
|----------|--------|
| 4 weeks | £336 |
| 20 weeks | £1,344 |
| 40 weeks | £2,016 |
| 52 weeks | £2,184 |

Standard

6 plays per day : 7 days per week

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|----------|--------|
| 4 weeks | £168 |
| 20 weeks | £672 |
| 40 weeks | £1,008 |
| 52 weeks | £1,092 |

Show Sponsor

3 exclusive 10 second sponsor messages per hour

Speciality

1hr weekly show

| | |
|----------|------|
| 52 weeks | £250 |
|----------|------|

2hr weekly show

| | |
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| 52 weeks | £500 |
|----------|------|

Prime Time

1hr show 5 days per week

| | |
|----------|--------|
| 52 weeks | £1,000 |
|----------|--------|

2hr show 5 days per week show

| | |
|----------|--------|
| 52 weeks | £2,000 |
|----------|--------|