



104.3 FM from Waterloo

On DAB+ to the Portsmouth Area



studio@theflashonair.co.uk

The Flash On Air

www.theflashonair.co.uk



**Have you ever thought of advertising on the radio?
Have you always dismissed radio advertising as too expensive?**

What would you say if we told you that

For just £2.85 you could have your own commercial broadcast 4 times in a day!

How much do you spend on advertising at the moment and how effective is it for you? Even if you print posters, cards and use social media, it all costs money and time! We could help you with what to say in your 40 second advert and it would all be produced with a professional voice over artist and suitable backing music.

What do you have to lose? Even if you give it a go for 1 month!

THIS IS HOW IT WORKS

- 1 - YOU SUPPLY US WITH THE INFO THAT YOU WANT IN THE ADVERT, DESCRIBE THE STYLE OF VOICE WANTED, i.e. FEMALE, MALE, YOUNG, MIDDLE AGED.
- 2 - WE WILL PRODUCE A SCRIPT, INCLUDING AS MUCH OF THIS INFORMATION AS POSSIBLE (BEAR IN MIND THAT TOO MUCH INFO CAN MAKE THE COMMERCIAL LESS EFFECTIVE). All scripts must comply with Ofcom guidelines.
- 3 - ONCE YOU ARE COMPLETELY HAPPY WITH THE SCRIPT AND HAVE PAID THE REQUIRED AMOUNT TO THE FLASH, WE WILL FINALISE YOUR COMMERCIAL.
- 4- YOU NEED TO COMPLETE TWO COPIES OF THE CONTRACT AND YOU'RE SET TO GO ON THE DAY OF YOUR CHOICE
- 5 - AN INVOICE WILL OF COURSE BE GIVEN BY THE FLASH.

ADVERTISING PACKAGE & PROCEDURE (This amount is VAT free)

£80.00 - STANDARD AIRTIME PACKAGE

This incredibly small amount of money will cover the airtime for your professionally produced 40 second commercial and includes 4 plays per day, every day for 31 days. The play times will be different each day, and will be spaced out to cover morning, afternoon, evening and night. Listeners can react negatively to adverts that break up their favourite shows at regular intervals, so to achieve a positive reaction and catch the audience at their most attentive time, The Flash only air it's commercials at the top of each hour and following the news bulletin. This means that your commercial is likely to be the first thing a listener will hear prior to the start of their favourite show.

£20.00 - PRODUCTION OF PROFESSIONAL 40 SECOND COMMERCIAL

All our commercials are voiced by professional voice over persons, who are experienced at using their voices to sell products and services. Once you have given a description of the type of voice you would like, we can e-mail some sample voices for you to choose from. This price only covers the voice over fee as the rest of the production, including editing, and mix in of non-copyright music backing, is carried out by ourselves at no extra cost.



CONTACT US NOW - sales@theflashonair.co.uk