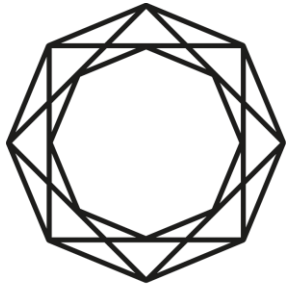


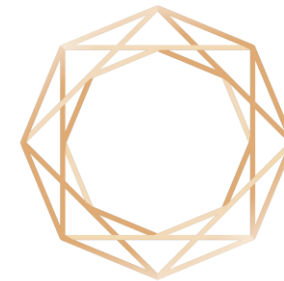
*Truly* local radio for East Lothian

## PARTNERING WITH EAST COAST FM

Award  
Winning  
Station



PRINCESS ROYAL  
TRAINING AWARD  
2017



PRINCESS ROYAL  
TRAINING AWARD  
2018

**EAST 107.6**  
**COAST FM**  
TRULY LOCAL RADIO FOR EAST LOTHIAN

A purple silhouette of a coastline or map of East Lothian, positioned to the right of the text.

# Our story so far...

- Established 2009 as an internet based radio station serving East Lothian
- OFCOM awarded full FM community radio licence 2012 – broadcasting on 107.6FM throughout East Lothian since April 2013
- 24 hours a day, 7 days a week service from professional quality studios in Haddington
- Internet and dedicated smart phone app access for greater visibility
- 65000 Weekly listeners (OFCEM audited)
- 2016 winner of 5 prestigious UK national Radio Awards a first in Scotland including the ‘Best Community Show’ in the U.K.
- 2017 Awarded the most prestigious Training Award in the U.K. The Princess Royal Training Award. The FIRST and only Broadcaster of any kind to obtain that award for the Training of our youngsters.
- 2018 again for the second time Awarded the most prestigious Training Award in the U.K. The Princess Royal Training Award. The FIRST and only Broadcaster of any kind to obtain that award for the Training of Members who live with special issues in their lives.



# Our objectives...

- To promote community spirit in the area by providing a local radio station for those living in Haddington and the surrounding area
- To promote the advancement of the arts, culture or science in the immediate area through broadcasts from the radio station
- To encourage volunteers across the generations both in running the station and in fundraising social events
- To advance the education especially of the young people of the area by providing training and so enabling them to take part in the making and presenting of programmes



PRINCESS ROYAL  
TRAINING AWARD  
2017



PRINCESS ROYAL  
TRAINING AWARD  
2018

To promote community spirit in the area by providing a local radio station for those living in Haddington and the surrounding area

***“All walks of life”*** volunteer presenter policy

-OAPs to School students

-Disabled/special needs Presenters

-Minority language speciality programming every week

Focus on promoting, supporting and participating in ***local*** events

24 hours a day, 7 days a week, service



PRINCESS ROYAL  
TRAINING AWARD  
2017



PRINCESS ROYAL  
TRAINING AWARD  
2018

To promote the advancement of the arts, culture or science in the immediate area through broadcasts from the radio station

Specialist programming

- Minority language programming hosted by local residents

Profiling and featuring of local artistes

- Showcasing and engaging with local youth talent



To encourage volunteers across the generations both in running the station and in fundraising social events



PRINCESS ROYAL  
TRAINING AWARD  
2017

**EAST 107.6  
COAST FM**  
TRULY LOCAL RADIO FOR EAST LOTHIAN



PRINCESS ROYAL  
TRAINING AWARD  
2018

To advance the education especially of the young people of the area by providing training and so enabling them to take part in the making and presenting of programmes

- “The School Bell”

- Core part of station schedule – 6pm **daily** programme
- Hosted by East Lothian schools/academies in rotation
- Gives young people a voice and valuable experience while promoting inter school/academy relationships
- Presenters successfully volunteer for other ECFM related activities
- “Confidence builder” for young people
- Winner of UK National award 2016 “The Best Community Radio Show”



PRINCESS ROYAL  
TRAINING AWARD  
2017



PRINCESS ROYAL  
TRAINING AWARD  
2018

# Why not Volunteer with us!!

- All Ages no matter what you live with in life are all WELCOME
- Gain Confidence, learn to communicate and learn to be a Broadcaster
- ALL WELCOME





# Why get involved?

- Advertising
  - 65'5000 listeners per week – and growing profile
  - **Cost effective** and **proven** media
- Sponsorship
  - Consistently profiles your organisation in an affluent area with a growing population
- Helps your organisation realise CSR objectives
  - **Fun** volunteering opportunities – both at presenter and “behind the scenes” levels



# The costs...

Please navigate back to our website Advertising page and open the PDF file for clarity and print.



## EAST COAST FM ADVERTISING & SPONSORSHIP

(2020)

ADVERTISING RATES TO 'UP' YOUR COMPANY PROFILE AT SENSIBLE COSTS

### RATES

#### *Sponsorship of a Show*

Weekly Show £60.00 per month (once a week Show)

Daily Show Monday to Thursday £180.00 per month (Weather, Traffic & Travel and Community News)

Jingle contains Company name, town, and telephone and or web site address

£20 Production Fee for 1-3 months, over 3 months.... free

#### *Full Advertisement*

30- 45 Seconds long £70.00 for production of Advert (one off Charge)

Minimum 49 inserts per week

196 inserts per Month £200.00 (7 inserts per day spread over peak and off peak times)

Discounts available for more than 2 months (e.g. buy two months get third one free)

#### *Web Page Adverts*

Top of Page Banner £100.00 per month Client to supply artwork

Small web Page Box advert £50.00 per month Client to supply artwork

**ALL SPONSORS and Supporters get a FREE advert box ON OUR Web Site also**

SPONSORS and ADVERTISERS benefit from a FREE box on the Web Site also

East Coast FM SIO, 2b Station Yard, Hospital Road, Haddington, EH41 3PP

[www.eastcoastfm.co.uk](http://www.eastcoastfm.co.uk) Tel : 01620 826444 e.mail : [jan@eastcoastfm.co.uk](mailto:jan@eastcoastfm.co.uk) 09077 94/ 10 02786



PRINCESS ROYAL  
TRAINING AWARD  
2017



PRINCESS ROYAL  
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2018

# Easy booking process

Please navigate back to our website Advertising page and open the PDF file for clarity and print.

Company / Business Name	Contact Name
Trading Name	Contact Telephone
Website	Contact e-mail
Invoice Address	Business Address

<b>Booking Details</b>	
<u>Show Sponsorship:</u>	
Preferred Show:	Duration (months):
<b>Price:</b> Weekly (once a week show) £60 per month    Daily show (Monday - Thursday) £180 per month £20 Production Fee for 1-3 months. Over 3 months Free.	
<u>On-Air Advertising:</u>	
40 plays per week (£2000 pcm) A minimum of seven plays per day seven days per week for four weeks.	
Price:	Duration (months):
Discounts available for more than 3 months (see buy 2 months get third free)	
<u>Other Information:</u>	

<b>Monthly Payment:</b> 1 <sup>st</sup> Payment plus Production Fee required with booking.	
Amount:	
Cash:	Cheque Payable to "East Coast FM SCIO"    Bank Transfer: 02-70-20    50052023

<u>Signed on behalf of SCIO</u>	<u>Signed on behalf of Client</u>
East Coast FM SCIO, 28 Station Yard, Hospital Road, Haddington, EH41 3PP. Telephone: 01463 830444 www.eastcoastfm.co.uk	East Coast FM is a registered Charity in Scotland No. SC040704. Charitable-giving is eligible for tax relief for businesses and individuals. We are licensed by Ofcom for radio broadcast on 107.8FM across East Lothian.

AG1



PRINCESS ROYAL  
TRAINING AWARD  
2017



PRINCESS ROYAL  
TRAINING AWARD  
2018