



**KISMAT RADIO**

# RATE CARD

**EFFECTIVE JAN. 2012  
FOR REGIONAL BUSINESSES**

<b>NUMBER OF SPOTS</b>	<b>SPOTS MUST BE USED WITHIN</b>	 <b>SPOT RATE</b>	<b>RADIO NETWORK SPOT RATE</b>
1 - 120	1 month ≤	<b>£ 25.00</b>	<b>£ 80.00</b>
121 - 240	2 month ≤	<b>£ 24.50</b>	<b>£ 79.00</b>
241 - 360	3 month ≤	<b>£ 24.00</b>	<b>£ 78.00</b>
361 - 480	4 month ≤	<b>£ 23.50</b>	<b>£ 77.00</b>
481 - 600	5 month ≤	<b>£ 23.00</b>	<b>£ 76.00</b>
601 - 720	6 month ≤	<b>£ 22.50</b>	<b>£ 75.00</b>
721 - 840	7 month ≤	<b>£ 22.00</b>	<b>£ 74.00</b>
841 - 960	8 month ≤	<b>£ 21.50</b>	<b>£ 73.00</b>
961 - 1080	9 month ≤	<b>£ 21.00</b>	<b>£ 72.00</b>
1081 - 1200	10 month ≤	<b>£ 20.50</b>	<b>£ 71.00</b>
1201 - 1320	11 month ≤	<b>£ 20.00</b>	<b>£ 70.00</b>
1321 - 1440	12 month ≤	<b>£ 19.50</b>	<b>£ 69.00</b>
1441 - 1560	12 month ≤	<b>£ 19.00</b>	<b>£ 68.00</b>
1561 - 2000	12 month ≤	<b>£ 18.50</b>	<b>£ 67.00</b>
2001 - 3000	12 month ≤	<b>£ 18.00</b>	<b>£ 66.00</b>
3001 - 4000	12 month ≤	<b>£ 17.50</b>	<b>£ 65.00</b>
4001 - 5000	12 month ≤	<b>£ 17.00</b>	<b>£ 64.00</b>
5001 - 6000	12 month ≤	<b>£ 16.50</b>	<b>£ 63.00</b>

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



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# SPONSORSHIP PACKAGES

Effective from January – December 2012

RATE CARD – GREATER LONDON

TIME	PROGRAMME NAME	DESCRIPTION	3 MONTHS	6 MONTHS	ANNUAL
6am-6.30	Religious Show	10 sec tail 2 x Mon to Sun	6k	8k	12k
6.30am -9am	Breakfast	10 sec tail 3 x each hour Mon to Sun	10k	22k	35k
9am -11am	Good Morning with Kismat	10 sec tail 3 x each hour Mon to Fri	9k	15k	25k
11am-1pm	Lifestyle	10 sec tail 3 x each hour Mon to Fri	9k	15k	25k
1pm-3pm	Good Afternoon	10 sec tail 3 x each hour Mon to Fri	9k	15k	25k
3pm-5pm	Koffee with Kismat	10 sec tail 3 x each hour Mon to Fri	9k	15k	25k
5pm-7pm	Drive Time	10 sec tail 3 x each hour Mon to Fri	10k	20k	30k
7pm to 9pm	EasyListening	10 sec tail 3 x each hour Mon to Fri	8k	12k	20k
9pm to 2am	Astrology	10 sec tail 3 x each hour Mon to Sun	10k	20k	30k
2am-4am	Sadar Bahar	10 sec tail 3 x each hour Mon to Sun	4k	8k	10k
7am-7pm	Hit of the Hour	10 sec tail once every hour Mon to Fri	9k	15k	25k
7am-7pm	Time Checks	10 sec tail once every hour Mon to Sun	9k	15k	25k
6am-10am	Traffic & Travel -Morning	10 sec top & Tail once every hour Mon to Fri	6k	12k	18k
3pm-7pm	Traffic & Travel -Afternoon	10 sec top & Tail once every hour Mon to Fri	6k	12k	18k
9&11am, 3&6pm	Flight Information	10 sec tail once every hour Mon to Fri	5k	9k	15k
7am-7pm	Weather Updates	10 sec tail once every hour Mon to Fri	8k	12k	20k
6am-9am &	Financial Updates	10 sec tail once every hour Mon to Fri	8k	12k	20k

**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](mailto:sales@littmedia.com)

[www.littmedia.com](http://www.littmedia.com)



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# 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
- Two 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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# LIVE READS AND COMPETITIONS

Effective from January – December 2012

**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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