

# Radio Advertising Rate Card

Effective April 2023



SPOT LENGTH	LONDONWIDE		NATIONWIDE	
	<i>Premier Christian Radio</i> (London & Surrey Medium Wave)	<i>Premier Gospel</i> (London DAB, Internet)	<i>Premier Christian Radio</i> (National DAB, Freeview, Internet, Medium Wave)	<i>Premier Gospel</i> (London DAB, Internet)
10 seconds	£20.50		£38.50	
20 seconds	£30.75		£57.75	
30 seconds	£41.00		£77.00	
40 seconds	£51.25		£96.25	
50 seconds	£61.50		£115.50	
60 seconds	£82.00		£154.00	



*Premier Christian Radio* has been broadcasting inspirational teaching, praise, worship, news and debate 24 hours a day, 7 days a week since 1995.

Every day *Premier Christian Radio* is reaching a substantial and growing audience and has more listener hours than all other Christian TV and radio stations combined.

*Premier Christian Radio* is trusted by its audience which is uniquely loyal, involved and responsive and with over 20 years of experience and has a proven track record of running effective campaigns by using a consultative, multi-media approach.

*Premier Christian Radio*'s broadcast is complemented by one of the UK's busiest Christian websites. Premier.org.uk delivers the latest Christian news, views and information, and offers visitors a high level of interactivity with Premier programming content.



Founded in 2017 *Premier Praise* broadcasts quality popular Christian music – day and night. *Premier Praise* is your go-to station for an uplifting and inspirational fix.

The station's mission is not only to deliver uplifting music to the Christian community, but also to appeal to those on the fringes of faith. The station features spiritual nourishment through bite-sized bible teachings and prayers that are accessible to all audiences. Premier Praise broadcasts to most of the UK and is available to tune in through DAB, via smart speakers, online at [premierpraise.com](http://premierpraise.com) and through the Premier app.

*Premier Praise* has a younger audience and is popular among young families, mostly Christian but also those who are open to hearing the Christian message. A typical Premier Praise listener is a 30+, ABC1 married female with young children.



*Premier Gospel* is a music station broadcasting on DAB digital radio across London. Packed with the best UK and international Gospel, from traditional to contemporary, from R&B to salsa and everything in-between. The sound of the station is uplifting and bright, aimed at lifting the spirits of all who listen whether they are Christian or not.

40% of Church-goers in inner London are from the African-Caribbean community, and *Premier Gospel* will provide a great service to this community as well as reaching beyond to people of all backgrounds who love Gospel music. Premier is a trusted brand to this audience and the launch of Premier Gospel provides the perfect conduit for your message to reach your target with impact.

*Premier Gospel*, it's music for life.

**Premier.**

## MEDIA PACK

For more information contact your Account Manager.

Call: 020 7316 1340

Email: [sales@premier.org.uk](mailto:sales@premier.org.uk)

On Air
 In Print
 Online  
[premier.org.uk](http://premier.org.uk)

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Time	<i>Premier Christian Radio</i> (London Only)	<i>Premier Christian Radio</i> (National Only)	<i>Combined Premier</i> (Christian Radio)
10 seconds	£14.50	£18.00	£32.50
20 seconds	£21.75	£27.00	£48.75
30 seconds	£29.00	£36.00	£65.00
40 seconds	£36.25	£45.00	£81.25
50 seconds	£43.50	£54.00	£97.50
60 seconds	£58.00	£72.00	£130.00

Time	<i>Premier Gospel</i> (National DAB, Freeview, Internet)	<i>Premier Praise</i> (National DAB, Freeview, Internet)
10 seconds	£6.00	£18.00
20 seconds	£9.00	£27.00
30 seconds	£12.00	£36.00
40 seconds	£15.00	£45.00
50 seconds	£18.00	£54.00
60 seconds	£24.00	£72.00

**Premier Plus** Live Stream and On Demand including Premier's suite of podcasts is a minimum of 10% of radio spend at £14 per 1000 impressions as part of all radio bookings

## SPONSORSHIPS

**BREAKFAST** and **DRIVE** are sponsored shows:

£2500 per month

**DAYTIME** is between breakfast and drive:

£2500 per month

**NIGHTIME** is 7pm to 10pm: £1900 per month

## Minimum 3 month tenancy

6 months tenancy: 10% discount

12 months tenancy: 20% discount

## Includes:

- Sponsor tags in and out of programme
- 2 x 30 second spots per hour national
- Sponsor tags in and out of programme
- Sponsor credit on show page
- Production not included and is £370 per treatment

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# Commercial Production for Radio and Podcasts Rate Card

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## Scripts: TX Premier London & DAB

### PER SCRIPT

1 x voice	£370
2 x voice	£510
3 x voice	£630
4 x voice	£790

### TAG CHANGES

1-voice	£250.00
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### RE-RECORDS

1 x voice (Depending upon complexity of changes)	£250.00
Studio time for own voiceover	£140.00

Re-record fees are paid to voice/s where text is altered after recording.  
Simple changes that do not involve voice re-records are often FOC. All prices shown subject to VAT

<b>Client produced audio</b>	£370.00
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Advertiser records own voiceover additional 10% charge on rates

#### Above includes:

- License on Premier London & DAB x 12 months
- All studio hire, casting, mixing, voice BSF and use fees, music from our libraries/engineer/producing and supply of files. Special voices such as famous actors/actresses, voices not on the standard network, child voices and voices with specific accents/dialogues are subject to additional charges.
- License for use on additional stations: POR
- Re-license for use on Premier after expiry: POR
- Commercial Scripts are £60.00 per requested script
- Radio Centre Clearance £45.00 per script or campaign
- Additional Scripts charged at £90 per requested script
- Additional Clearance charged at £45 per script or campaign
- Client produced audio - administration fees apply

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