



Introducing Rutland & Stamford Sound - the go-to radio station for the communities in Oakham, Uppingham, Stamford and the surrounding villages.

## OUR HOST, OUR NAME, OUR STATION

Rutland & Stamford Sound is managed by local celebrity and popular broadcaster, Rob Persani! Rob's popular breakfast show has been an essential part of radio listening in the Rutland and Stamford area for more than two decades. Known for his familiar voice, community spirit and excellent choice of tunes, Rob has built his career on being a reliable source of up-to-date local news and events.

The Broadcast team know and love the Rutland and Stamford area; bringing years of experience, they relate and connect with the listeners the station serves. Officially launched in 2021, our station is truly run for – and by – people of the local area, who are passionate in supporting the communities of Rutland, Stamford and the surrounding area whilst sharing local content, news and events, as well as encouraging local involvement in every aspect of operation.

When choosing a name for our new radio station, over 1100 local radio listeners were asked to help select a moniker that echoed our ethos and reflected the community we serve - thus 'Rutland & Stamford Sound' was born!

The station is governed by an independent Community Interest Company (Rutland and Stamford Sound CIC). The Board and management team are all volunteers, local residents with business, broadcasting and community experience.

Built on the best aspects of the original local radio, Rutland & Stamford Sound embraces new broadcast methods to serve both traditional and new audiences, with a wide variety of great music and a distinctly local feel.



**RUTLAND & STAMFORD SOUND: GREAT MUSIC, LOCAL LIFE**

SERVING THE COMMUNITIES OF OAKHAM, UPPINGHAM, STAMFORD AND SURROUNDING VILLAGES

### ADVERTISING YOUR BUSINESS WITH RUTLAND & STAMFORD SOUND

Radio is the most accessible form of advertising available in the present day with over 60 million listeners (89.6% of the UK population) tuning in every day. Rutland & Stamford Sound's coverage includes Oakham, Uppingham, Stamford and the surrounding villages (across four counties), targeting 65,000 people who live and work in the area every single day!

In a busy working day, it is key that your advert performs, stands out and does not fade into the background. To maximise your audio advertisement potential, we also offer a service to create your commercial – to include scriptwriting, sound effects, music and voice overs.

Our team will support you in understanding the best time to air your advert to reach your target audience, as well as creating the perfect commercial to engage our listeners.

### WHY ADVERTISE WITH RUTLAND & STAMFORD SOUND?

- Support your local radio station
- Boost awareness in your local area
- Build trust in your business
- Increase online response

THE FIRST COMMERCIAL RADIO BROADCAST WAS 1920 AND 100 YEARS ON, RADIO REMAINS A CRUCIAL STAPLE FOR BUSINESS MARKETING AS WELL AS BEING A SOURCE OF INFORMATION AND ENTERTAINMENT THROUGHOUT THE DAY (AND NIGHT!)

### SPOT ADVERTISING PACKAGES

Our most popular options are the Spot Advertising Packages\* which allow you to promote your business at regular intervals across the broadcasting day. Our Spot Advertising Campaigns last for 30 days. *\*Based on a 30-second advertisement. Longer advertisements are available. Please speak with a member of our sales team for details.*

SPOT ADVERTISING RATES	DETAIL	COST
BRONZE	Includes 4 plays per day at regular intervals across the daily broadcast schedule. (100p per play)	£120.00
SILVER	Includes 6 plays per day at regular intervals across the daily broadcast schedule. (92p per play)	£165.00
GOLD	Includes 8 plays per day at regular intervals across the daily broadcast schedule. (83p per play)	£200.00

### ADVERTISING CREATIVE

Need help creating your new radio commercial? We can put you in touch with our Commercial Production House and you can deal with them directly or via Rutland & Stamford Sound.

**COST:** Start from £85.00 for a 30 second advert with an additional voice at £35.00.

36% OF RUTLAND & STAMFORD SOUND RADIO LISTENERS TUNE IN THROUGH THEIR ALEXA DEVICES!

## FEATURE SPONSOR

Whether it's a regular information feature or a fun interactive part of a show, there are regular features throughout the day that encourage listeners to turn up their radios. Becoming a Rutland & Stamford Sound Feature Sponsor allows your business to promote themselves to listeners during these prominent times of day.

FEATURE SPONSOR RATES	DETAIL	COST
TIME	Your business advertised during each time announcement throughout the daily broadcast schedule. Minimum 12 plays per day.	£200.00
WEATHER	Your business advertised during each weather announcement throughout the daily broadcast schedule. Minimum 12 plays per day.	£200.00
TRAVEL	Your business advertised during each travel announcement throughout the daily broadcast schedule. Minimum 10 plays per day.	£150.00
SPORT	Your business advertised during each sports news announcement throughout the daily broadcast schedule. Minimum 6 plays per day.	£50.00

## SHOW SPONSORS

Whether you are waking up for Breakfast with Rob Persani, enjoying Lunch with Laura or winding down with The Softer Sound, everyone has their favourite shows throughout the day. By becoming a Rutland & Stamford Sound Show Sponsor, your business will feature prominently on all marketing assets for the show, as well as regular mentions throughout the broadcast.

**Please speak with a member of our sales team for details.**

**ACCORDING TO THE LATEST SURVEY PUBLISHED BY RAJAR\*,  
ONLINE RADIO ACCOUNTS FOR OVER 18% OF ALL RADIO LISTENING!**

\*RAJAR IS RADIO JOINT AUDIENCE RESEARCH AND IS THE OFFICIAL BODY IN CHARGE OF MEASURING RADIO AUDIENCES IN THE UK

## WEBSITE ADVERTISING

Listening to radio is no longer limited to car journeys or Sunday mornings in the kitchens. More people are turning to the internet to stream their favourite radio shows at home and on the move. Advertisement includes an image, embedded URL and up to 60 words of text.

**COST: £20.00 per week.**

**For more details on advertising with Rutland & Stamford Sound,  
please contact our sales team on:**

**T: 01780 432 930 or E: [advertising@rutlandandstamfordsound.co.uk](mailto:advertising@rutlandandstamfordsound.co.uk)**

### MORE FROM RUTLAND & STAMFORD SOUND

- Planning an event? [Add it to our calendar!](#)
- Open or closed? [Check or update our online schools list!](#)
- Traffic news? A celebration coming up? [Contact the studio!](#)

**Terms & Conditions:** All prices shown subject to VAT. **Airtime:** Spot Advertising Bronze, Silver & Gold Packages – minimum one-month booking. **Sponsorships:** Feature Sponsors minimum one-month booking. **Payment terms:** Production costs to be paid at time of booking prior to advert being made. Spot Adverts to be paid in full per month prior to going on air. Payment to be made via BACS. Full terms & conditions will be provided upon booking prior to your agreement to the contract. Rutland & Stamford Sound community interest company is registered in the UK No. 13100133.