



# OUR HOST, OUR NAME, OUR STATION

Welcome to Rutland & Stamford Sound (RSS) - **THE** radio station that connects Oakham, Uppingham, Stamford, and the surrounding villages.

Our mission is clear: RSS wholeheartedly support the communities of Rutland, Stamford, and the surrounding area. RSS is all about local:

- Local content,
- Local presenters,
- Local news updates,
- Local stories,
- Local events,
- Local involvement engaged in every aspect of our operations.

Steered by the beloved local figure and seasoned broadcaster, Rob Persani, Rutland & Stamford Sound provides a precious asset to the community! Rob's engaging breakfast show has been a staple for the area's audience for over two decades!

Operated by the independent Community Interest Company (Rutland & Stamford Sound CIC) and led by a passionate board and management team of local volunteers, our station embodies connectivity, community dedication, and a commitment to broadcasting excellence.

“I'm not from Rutland but moved here 7 years ago. One of the things I love is having a local radio and listening to things that are happening in the community. Also seeing the radio at local events and supporting constantly, nothing is ever too much. It's an integral part of Rutland. The music is diverse and a joy to listen to. \*”

“Thank you! You have made my transition from urban London living to Rutland Rural life so much easier! \*”

\*(Rutland & Stamford Sound Listener Survey, 2023)

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



# RUTLAND & STAMFORD SOUND: GREAT MUSIC, LOCAL LIFE



Did you know that radio remains one of the most accessible and influential advertising platforms today? It captivates 89.6% of the UK daily, making it a prime avenue for business marketing, information, and entertainment, day and night.

Rutland & Stamford Sound's reach targets a daily audience of 75,000 every day. We would love to work with you to showcase your products and services to our listeners.

## THOUSANDS OF LISTENERS ARE WAITING TO HEAR YOUR MESSAGE AND DISCOVER YOUR BUSINESS.

### 7 REASONS TO ADVERTISE WITH RUTLAND & STAMFORD SOUND:

-  Cost-effective: it is one of the best investments any SME business can make. According to [RadioCentre](#), radio produces an estimated £7.70 in revenue ROI for every pound spent.
-  RSS advertisers contribute to the heartbeat of the community. Our local radio station thrives, and so does your business.
-  Listeners are, on average, 48% more aware of companies that have been advertised on the radio. - [RadioCentre](#).
-  RSS advertisers gain increased loyalty in their brand, products and services; whilst nurturing new and existing relationships.
-  Advertising through local radio builds essential credibility and trust in your brand; delivering an authentic rapport with your audience.
-  98% of listeners feel more connected to the local area through Rutland & Stamford Sound.
-  Frequency: Daily and weekly repetition and high overall frequency of radio advertising ensures impact.
-  RSS advertisers demonstrate leadership by supporting local.

“My wife and I really enjoy the "localness" of our radio station. Local connections and eclectic music selections. \*”

\*(Rutland & Stamford Sound Listener Survey, 2023)





# RUTLAND & STAMFORD SOUND: GREAT MUSIC, LOCAL LIFE



## SPOT ADVERTISING

Our most popular option - the Spot Advertising Packages\*, offering your business consistent promotion throughout the broadcast day. These campaigns span 30 days, featuring 30-second advertisements as a standard. However, we offer flexibility with longer or shorter commercials upon request.

PACKAGE	PLAYS PER PACKAGE DELIVERED AT REGULAR INTERVALS ACROSS THE DAILY BROADCAST SCHEDULE	COST
BRONZE	Your advert broadcast 120 times per month* - JUST £1.39 PER PLAY	£167
SILVER	Your advert broadcast 180 times per month* - JUST £1.32 PER PLAY	£238
GOLD	Your advert broadcast 240 times per month* - JUST £1.25 PER PLAY	£299
PLATINUM	Your advert broadcast 360 times per month* - JUST £1.17 PER PLAY	£422
All campaigns booked across <b>3 MONTHS</b> will receive a <b>5%</b> series discount All campaigns booked across <b>6 MONTHS</b> will receive a <b>10%</b> series discount		

\*Based on a 30-day month

Terms & Conditions: All prices shown subject to VAT. Airtime: Spot Advertising Bronze, Silver, Gold & Platinum Packages – minimum one-month booking, subject to approval. 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.



**RUTLAND & STAMFORD**  
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## FEATURE SPONSOR

From informative elements to engaging interactive show segments, our daily lineup is filled with compelling features that entice listeners to tune in. As a Feature Sponsor with Rutland & Stamford Sound, your business gains visibility during these prime moments throughout the day, allowing you to connect with our engaged audience.

FEATURE	PACKAGES AVAILABLE	COST
TIME	Your business promoted 336 times per 4-week cycle during each TIME announcement throughout the daily broadcast schedule. JUST 65p per mention. (Monday-Sunday)	£220
WEATHER	Your business promoted 336 times per 4-week cycle during each WEATHER announcement throughout the daily broadcast schedule. JUST 89p per mention. (Monday-Sunday)	£300
TRAVEL	Your business promoted 240 times per 4-week cycle during each TRAVEL announcement throughout the daily broadcast schedule. JUST 92p per mention. (Monday-Friday)	£220
SPORTS	Your business promoted 168 times per 4-week cycle during each SPORTS announcement throughout the daily broadcast schedule. JUST 71p per mention. (Monday-Sunday)	£120
BREAKFAST	Your business promoted 240 times per 4-week cycle during the BREAKFAST broadcast schedule as 3 mentions per hour JUST £1.25 per mention. (Monday-Friday)	£300
DAYTIME	Your business promoted 300 times per 4-week cycle during the DAYTIME broadcast schedule as 3 mentions per hour. JUST £1.10 per mention. (Monday-Friday)	£330
DRIVETIME	Your business promoted 240 times per 4-week cycle during the DRIVETIME broadcast schedule as 3 mentions per hour. JUST £1.04 per mention. (Monday-Friday)	£250
WEEKEND	Your business promoted 240 times per 4-week cycle during the WEEKEND broadcast schedule as 3 mentions per hour. JUST £1.04 per mention. (Saturday-Sunday)	£250
OTHER FEATURE	Other feature sponsorships are available. Please speak with a member of our sales team for details.	POA
All feature sponsors booked across <b>3 MONTHS</b> will receive a <b>5%</b> series discount All feature sponsors booked across <b>6 MONTHS</b> will receive a <b>10%</b> series discount		

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In a chaotic workday, it is critical that your advertisement succeeds, sticks out, and does not fade into the background. To optimise the potential of your audio advertisement, we also provide a service to build your commercial, which includes scriptwriting, sound effects, music, and voice overs.

## ADVERTISE 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 £40.00.

## WEBSITE ADVERTISING

Listening to the radio has evolved beyond car rides or Sunday mornings in kitchens. Now, a growing number of individuals prefer streaming their beloved radio programs online, both at home and on the move.

Advertisement Package:

- Includes image, embedded URL, and up to 60 words of text.
- Cost: £30.00 per week.

## 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!](#)

Ready to explore the myriad opportunities Rutland & Stamford Sound offers for your business? Contact our dedicated team today to delve deeper into our diverse advertising options, tailored to maximise your brand's exposure. Let's discuss how we can craft a bespoke advertising strategy to resonate with our engaged audience while amplifying your business's impact in our community.

Get in touch with us and let's embark on this exciting journey together!

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

