



# Observer Radio 91.1 fm

The Voice Of The People



## Rate **GUIDE**

		LENGTH OF COMMERCIAL			
		15 sec	30 sec	45 sec	60 sec
PRICE	Prime time: 7:00 am - 6:59 pm	\$45	\$60	\$75	\$90
	"A" Time: 7:00 pm - 6:59 am	\$35	\$45	\$60	\$75

Rates are inclusive of ABST

### Sponsorship Rates Per Month:

- 1-hour programme \$2,500.00 (VOP, OAM), client receives an intro, bridge and extro in and out of the programme along with six 30 second commercial spaces
- 1-hour programme \$ 1,250.00 (OPM)

### Outdoor Broadcast:

- 1-hour outdoor broadcast during the Observer PM programme \$1299
- 1/2-hour in studio event/product promotion on Observer PM \$599

## OBSERVER RADIO PROGRAMMING

### Premium Time:

#### Mon – Fri

Observer AM 7:00 am – 9:00 am  
 Good Morning JoJo 9:00 am – 11:00 am  
 Voice of the People 11:00 am – 2:00 pm

#### Mon - Thu

Observer PM 2:00 pm – 4:00 pm  
 Evolution Drive Time 4:00 pm – 5:00 pm

#### Saturday

Marketplace 7:00 am – 10:00 am  
 Serpent Saturday 10:00 am 10:00 pm

#### Sundays

Big Issues 1:00 pm – 3:00 pm  
 Big Issues (rebroadcast) 6:00 pm – 7:30 pm

### "A" Time

#### Mon – Fri

Fastest half hour on radio Steel Pan Music 5:00 pm – 5:30 pm  
 Sessions in Steel 6:30 pm – 7:00 pm

#### Fridays Only

Youth Connect 3:00 pm – 5:00 pm

#### Sundays

Glorious Sundays 7:00 am – 10:00 am  
 Choice of the People 10:00 am – 11:45 am  
 Sessions in Steel 3:00 pm – 5:30 pm

Production Fee - \$224 per hour or part thereof

Time Checks – for prime time shows \$20 per unit/ "A" time \$10 per unit, minimum contract of 6 months