

20th ANNIVERSARY
1995-2014
SERVING THE COMMUNITY



**UK's premier award winning
Asian Sound Radio**

One Radio | One Sound | One Voice
www.asiansoundradio.co.uk



ESSENTIAL FACTS

- 1377 AM in Manchester, Stockport, Oldham, Ashton, Salford and Trafford.
- 963 AM across Lancashire, Nelson, Wigan Preston, Bolton, Bury, Rochdale, Blackburn, Accrington, & Burnley.
- Online at www.asiansoundradio.co.uk
- On DAB Digital Radio
- On air 24-hours a day, 7 days a week



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Asian Sound Radio, Broadcast House, Southall Street, Manchester, M3 1LG.
(t) 00 44 (0) 161 288 1000 (e) sales@asiansoundradio.co.uk

ESSENTIAL FACTS

- North West's only Asian radio station
- Over 440,000 Asians live in our Area
- Appeals to all sectors of the local Asian community
- Six marketing options:
 - Spot Advertising
 - Sponsorship
 - Promotions
 - Roadshows
 - Competitions
 - Web/Social Media



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ESSENTIAL FACTS

Programming Diversity:

- Asian Sound broadcasts mainly in English, Urdu & Hindi
- Saturday 16.00 - 20.00 – Punjabi
- Monday 21.00 - 01.00 – Gujerati
- Tuesday & Wednesday 21.00 - 01.00 – Bengali
- Thursday 21.00 - 01.00 – Mirpuri



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REPETITIONS, REPETITIONS, REPETITIONS

*“The only thing that works in advertising today is
What you say & how many times you say it”*

- **Radio Is A Frequency Medium**

The more often that our listeners hear your sales message, the greater the impact will be. And the stronger the sales message, the greater the response will be.

- **Make Our Listeners An Offer They Cannot Refuse**

A bland, boring commercial will not work, no matter how many times it is broadcasted. Commercial offering free petrol will work straightaway.

- **Our Promise**

Make our listeners an offer that they cannot refuse, and we will propose only airtime campaigns that we believe will generate the repetition that is required for your advertising to be truly effective.



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ASIANS IN THE NORTH WEST

Their Country of Origin and Languages they speak:

Asian Sound Radio has the monopoly in the North West and reaches Asians from different countries and religions and the languages that they speak, as well as broadcasting in English for the British born Asian.

COUNTRY	RELIGIONS	LANGUAGE
PAKISTAN	Muslims	Urdu, Punjabi
INDIA	Sikh, Hindu, Muslims	Hindi, Punjabi, Gujarati
BANGLADESH	Muslim, Hindu	Bengali, Hindi



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SEGMENT RATES

MANCHESTER & NORTH WEST- ALL TRANSMITTERS

SEGMENT	TIME OF BROADCAST	PRICE PER SPOT
PEAK	07.00 - 10.00	£20
	19.00 - 22.00	
DAYTIME	10.00 - 19.00	£15
OFF-PEAK	22.00 - 07.00	£10

Rates shown are for 30 second commercials. Other lengths are available at the following ratio to the 30 second rate.

10 SECONDS	20 SECONDS	40 SECONDS	50 SECONDS	60 SECONDS
50%	80%	130%	1650%	180%

Commercials of longer than sixty seconds will be charged pro-rata to the 60 seconds rate.

Volume Discounts

50-100 spots 2 ½% 100-200 spots 05% 200+ spots 7 ½ %

Payment Terms

Strictly seven days from date of invoice. 5% discount is available for pre-payment.

General

All bookings are subject to VAT at the prevailing rate. General terms and conditions of the company are available on request.



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Sales: 0161 288 1000