

**T**  
**RADIO**  
**1**  
**106.5 FM**

**Media Pack**

## **About Us**

TD1 Radio was originally established on 1st December 2008 as an Internet-only radio station. At that time there was no FM licence available and we had to wait until 2010 before we were able to register our interest in an FM licence with Ofcom, the regulatory body.

In 2012 we applied for the licence and were awarded that in 2013.

We launched on 30th March 2015 and we broadcast to Galashiels and the Central Borders on 106.5 FM from our studio based at Galashiels Golf Club.

The licence holder is Borders Community Radio & Media Ltd, a private company Limited by Guarantee and registered in Scotland. SC417419. We are a non-profit making organisation staffed entirely by volunteers.

Our Ofcom Licence Number is: CR000266BA/1.

RADIO ADVERTISING



Think about this for a minute or two....

You can't read the newspapers with your eyes closed, but you CAN listen to the radio

You can't watch TV while driving but your CAN listen to the radio

You can close your eyes but you CAN'T close your ears

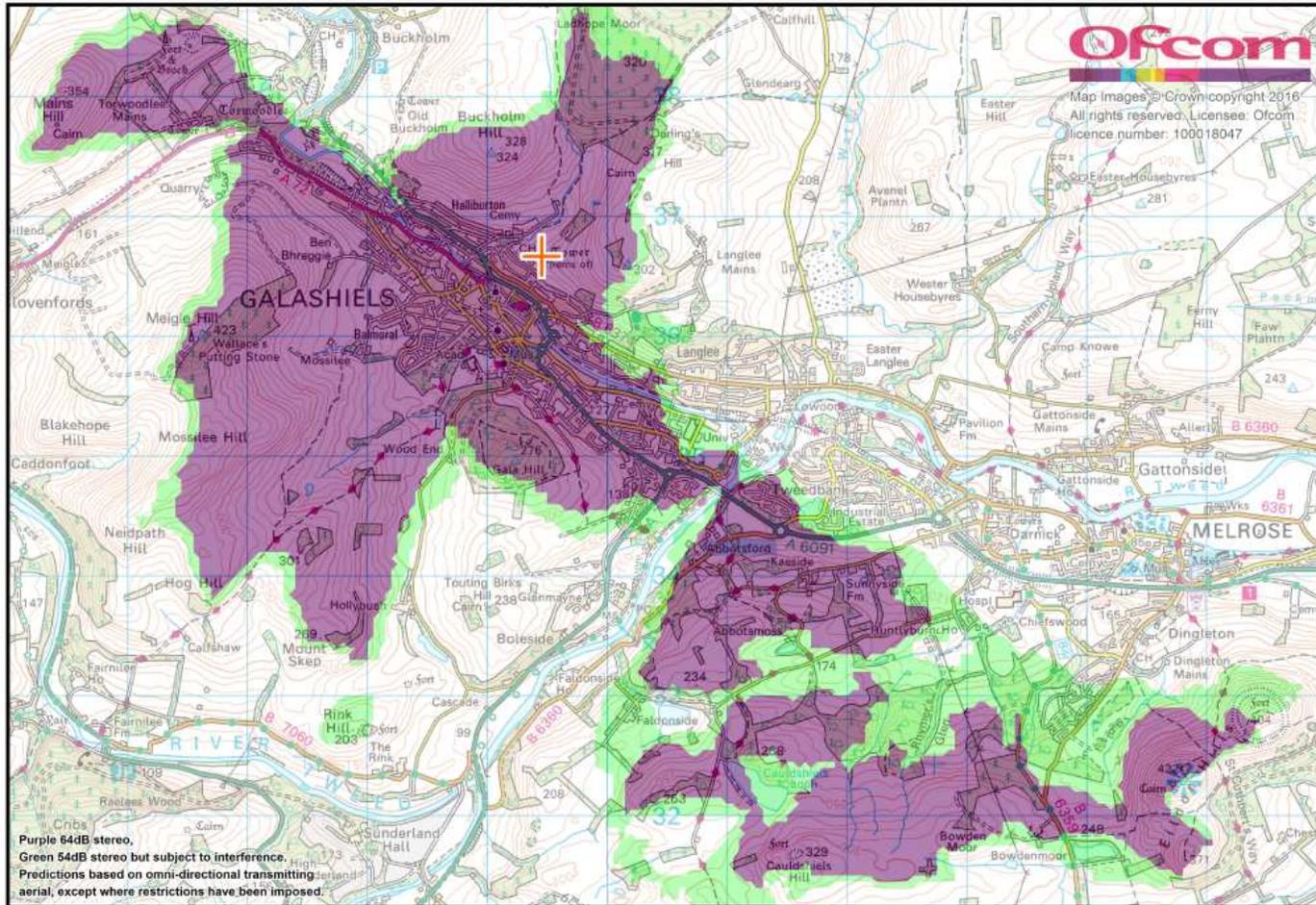
It's true that radio reaches more people in more places than any other medium, that's why your choice for advertising your business or organisation should be radio.

TD1 Radio can help promote your business or organisation for much less than you think and with an estimated reach of around 8500\* listeners there's never been a better time to advertise.

By advertising with us, you're helping us stay on the air and also ensuring that the local pound stays local.

\* Ofcom estimated population reach from local transmitter

# Official Ofcom coverage map for TD1 Radio



Galashiels (TD1 Radio) community radio coverage area - 24th March 2015

## **Our Vision**

We believe that radio advertising should be affordable to everyone.

We also believe that rates should be easy to understand.

That's why ours are plain and simple:

**Charge per 30 second spot = £2**

**Charge per 60 second spot = £3**

The prices quoted above are based on a one week campaign consisting of 8 x 30 second spots per day.

We're happy to build a complete advertising package for you to suit your needs. We're also happy to offer a discounted rate if you'd like your campaign to run for a longer period of time.

## **The not-so-small print**

All our adverts are locally produced. If you'd like your advert to be produced by a third-party production house, this will incur an additional charge (usually up to £100 for voice-over and mixing).

All scripts will be sent to you for clearance before any recording or production takes place.

Once scripts have been agreed and recording has taken place, an MP3 copy will be sent to you for final approval before broadcasting commences.

Any changes you make to your advert, after scripts have been agreed and recordings have been approved, will incur an additional commercial production fee.

To find out more, or to arrange your advertising campaign, please drop us an email: [sales@td1radio.fm](mailto:sales@td1radio.fm)