

# *AIRPLAY40*

*COMMERCIAL AND  
SPONSORSHIP  
OPPORTUNITIES*



**THE TOP 40 SONGS PLAYED ON RADIO  
STATIONS WORLDWIDE**

# ABOUT *AIRPLAY*40

**Airplay40** is a Top 40 Chart format programme, which plays the top 40 songs played on radio stations worldwide. Featuring the latest popular songs on the radio dial, it has become on many stations a central part of their weekend schedule.

One of the most widely syndicated English language programmes on radio in Europe, it is currently broadcast across the globe on FM stations in Spain, Cyprus, Finland, Malta, Italy, Greece, Thailand, Singapore, the Philippines, the Caribbean and New Zealand. It also features on Internet radio stations worldwide.

The programme is professionally produced every week at the ERN radio studios using the latest in digital recording technology and dedicated distribution systems that are the envy of many comparable programmes.

Presented by Spencer James, it features a look at the latest showbiz news, and also a look at new songs entering into the chart every week.

Spencer James has been working in the radio industry for over 15 years, and has built the chart up from humble beginnings to where it is now. He started his career working on the UK's first bilingual student radio station in Wales. After a period there, he moved to work on one of the biggest radio networks in Spain. Upon returning to the UK he was snapped up by a major broadcaster based in the south east of England.

The programme's good standing within the schedules makes it an attractive and cost effective advertising and sponsorship opportunity, offering advertisers regional, national or international sponsorship and advertising opportunities.

The Airplay40 Website has seen a large rise in traffic<sup>‡</sup>, with in 2013 13,587 unique visitors, visiting 45,779 times and viewing 157,097 pages.



# SPONSORSHIP & ADVERTISING ON

## **AIRPLAY40**

### **GLOBAL COVERAGE:**

Advertising:

First or Last in Break and Hour Starter - 8 x 30 Second Adverts = EUR 2,800

Sponsorship\* = EUR 11,200 pcm

Individual 30 second global Spot rate = EUR 375

Showbiz News Sponsorship\* (including 1 30 Second Spot) = EUR 1,200PCM

### **SPAIN**

(including Canary Islands and Balearics & Portugal instore radio station)

First or Last in Break and Hour Starter - 8 x 30 Second Adverts = EUR 1,800

Sponsorship\* = EUR 7,100 pcm

### **REGIONS\*\*:**

First or Last in Break and Hour Starter - 8 x 30 Second Adverts = EUR 1,800

Sponsorship\* = EUR 11,200 pcm

\* Sponsorship consists of commercial programme ownership - For instance The Your Brand Airplay40 Chart. Including adverts in programme, programme imaging changes to reflect your brand message, into and out of advert break sponsor messages, social media engagement, online site advertising. Minimum duration for sponsorship - 6 months.

\*\* Regions are:

Malta (2 stations)

Cyprus and Zante (2 stations)

Thailand, Singapore, the Philippines (3 FM stations & 1 Online Station)

Prices are in Euro, GBP and USD is also accepted at standard exchange rates.

\*Source - AWStats 01/01/13 - 31/12/13



# FURTHER INFORMATION *AIRPLAY40*

If you would like to know more about **Airplay40**, please contact us either by phone or email.

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