

IP "Lyamin Sergey Nikolayevich"

More advertising agency "LSN"

Next radio station "Earth Plus"

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# Radio advertising

Nizhny Novgorod

12/15/2021

## Introduction

The Earth plus radio station has been operating since 2018 all over the world where there is Internet.

You can listen:

From PC <https://eaplfm.com/>

From gadgets <https://m.eaplfm.com/>

Personal account <https://lk.eaplfm.com/>

In the car (through gadgets).

The radio station is listened to by all ages. The average coverage is 350125 listeners.

We offer on-air advertising services and various options for them. We also provide statistics on your advertising service. In statistics, you will know your audience, how many times the ad was on the air, whether there were transitions. We also provide advertising recording services (Paid separately).

All payments and the conclusion of contracts (in writing, electronic version) are handled by IP Lyamin Sergey Nikolayevich, hereinafter referred to as the LSN advertising agency. All prices in "rubles"

Ad units are released every 20 minutes.

Ad units are 60 seconds long (maximum)

Advertising calculation:

1 hour =  $60 \text{ min} / 20 = 3$  times per hour.

$3 * 24 = 72$  ad blocks per day.

$72 * 30(31) = 2160 (2232)$  - Advertising outputs for 1 month.

$2160 (2232) * 12 = 25920 (27984)$  - Advertising outputs for 1 year.

Below are our rates.

### **Advertising morning.**

Ad blocks occur from 05:00 to 10:00 (Moscow time)

The average audience is 195627 people

Calculation of advertising blocks.

$3 \times 5 = 15$  - advertising blocks for 1 day.

$15 \times 31 = 465$  ad units in 1 month.

The price is 5000 rubles / month

With a 40% discount, the price is 3000 rubles.

When paying for 3,6,12 months, the discount is 45%

### **Advertising day**

Advertising blocks occur from 11:00 to 16:00 (Moscow time)

The average audience is 236265 people

Calculation of advertising blocks.

$3 \times 5 = 15$  - advertising blocks for 1 day.

$15 \times 31 = 465$  ad units in 1 month.

The price is 9000 rubles / month

With a 40% discount, the price is 5400 rubles.

When paying for 3,6,12 months, the discount is 45%

### **Advertising evening**

Advertising blocks occur from 17:00 to 22:00 (Moscow time)

The average audience is 295601 people

Calculation of advertising blocks.

$3 \times 5 = 15$  - advertising blocks for 1 day.

$15 \times 31 = 465$  ad units in 1 month.

The price is 13000 rubles / month

With a 40% discount, the price is 7800 rubles.

When paying for 3,6,12 months, the discount is 45%

## **Advertising individual**

Ad blocks occur from 00:00 to 23:59 (Moscow time)

The tariff includes recording of an advertising block (maximum 60 seconds (160 words)) 1 piece, then paid separately.

Advertising from sponsors (in all programs)

The average audience is 355035 people

Calculation of advertising blocks.

$3 \times 24 = 72$  - advertising blocks for 1 day.

$72 \times 31 = 2232$  ad units in 1 month.

The price is 19000 rubles / month

With a 40% discount, the price is 11,400 rubles.

When paying for 3,6,12 months, the discount is 45%

## **Recording audio ads**

### **Information audio file**

This type of video is created for the sole purpose of conveying information to the listener. In order to stand out among competitors, in the production of such videos, we primarily focus on information content. It is important for us that advertising is effective. Our priority is the ease of perception of the information of such a video. The second important accent for us is the beautiful presentation of the material, the audience not only hears our videos, but pays attention to them. For an additional fee, vocals or video sequences can be added to audio ads.

### **Image audio file**

This type of video is created in order to attract attention by the method of creative presentation of the material. It is distinguished by its artistic character, the presence of an unusual script text that evokes certain associations or emotions in the listener. We have rich experience in the production of such videos and can also come up with a script for you.

And for an additional fee, a vocal chant or video sequence can be added to the video.

### **Game video**

This is a staged video with a script and actors, usually featuring two or more voice actors. In most cases, game videos are built on the principle of dialogue between actors. At the request of the customer, we can come up with a script for such a video. This service is not in the price list, as its price depends on the complexity, number of votes and other aspects. If you need a similar video - write to us.

<b>Voice</b>	<b>Up to 15 sec (40 words)</b>	<b>Up to 30 sec (80 words)</b>	<b>Up to 1 minute (160 words)</b>	<b>Script for the text of the audio clip (If necessary)</b>
Monophonic	2500 rubles	3000 rubles	5000 rubles	+1500 rubles
Two voice	3000 rubles	4000 rubles	8000 rubles	+3000 rubles