

RADIO



reach 25-55 year old ABC1s seeking responsible luxury

ADVERTISING : REACH 120,000 LISTENERS

BRANDads

35 day campaign
from **£1960** plus VAT
includes ...

up to 56 ad spots per week
link to your website

INFOads

28 day campaign
from **£1008** plus VAT
includes ...

production of commercial*
up to 56 ad spots per week
link to your website

NANOads

3 month campaign
from **£2520** plus VAT
includes ...

production of commercial*
up to 56 ad spots per week
link to your website
webitorial page

* production includes scripting, legal clearance, and one voice. An extra cost is involved for multiple voices and/or sound effects.

contact CHANTAL COOKE 020 8417 8333 sales@passionfortheplanet.com www.passionfortheplanet.com

We've found PASSION for the PLANET an excellent way to reach a qualified audience of people we know will be interested in our offering.
Gary Smith, Pure Digital

RADIO



strong bright aspirational SMART green caring
fun ethical AFFORDABLE warm
innovative friendly trusted

focus on the IMAGE and PERSONALITY of your BRAND

ADVERTISING : REACH 120,000 INFLUENTIAL LISTENERS

BRANDads

35 day campaign

from **£1960** plus VAT

light	£1960	28 spots/wk	£14/spot
medium	£2730	42 spots/wk	£13/spot
heavy	£3360	56 spots/wk	£12/spot

INCLUDES ...

link to your website on
www.passionfortheplanet.com

BRANDads: 30 seconds in duration. They help build a company's brand by focusing on image. They deliver information about your product while developing the personality of your product or company. They include a direct push to your company website etc.

Rotation and Campaign Length: BRANDads are played 4, 6 or 8 times per day, even rotation, plus bonuses for 35 days. Minimum booking is 35 days, and the maximum booking is 105 days per campaign. This can be three consecutive "months" or a "month" on, "month" off.

Benefits: BRANDads help build the brand and image of your company and are best used alongside other forms of advertising. They create a personality around your company and product. They require greater creative input into the commercial production process. Radio is a powerful medium for building relationships and BRANDads play to this strength giving listeners a feeling for *who* you are and the relationship they could have with you.

note: PASSION for the PLANET can arrange to produce your BRANDad. Costs vary depending on number of voices, fx, etc.

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*The ads they produced for us have been great, and the process of advertising with PASSION for the PLANET is simple and straightforward.
Andy Shearlaw, GetAwaySpain.net*

RADIO

Passion for the planet
be intrigued, be inspired



push your MESSAGE with CLUTTER FREE information

ADVERTISING : REACH 120,000 POWERFUL LISTENERS

INFOads

28 day campaign

from **£1008** plus VAT

light	£1008	28 spots/wk	£9/spot
medium	£1344	42 spots/wk	£8/spot
heavy	£1568	56 spots/wk	£7/spot

INCLUDES ...
production of commercial*
link to your website

INFOads: 15-20 seconds duration. They give straight, clear, no fuss, information about your company's offering, plus your company website. A link is also provided on the advertising page on the PASSION for the PLANET website.

Rotation and Campaign Length: INFOads are played 4, 6 or 8 times per day, even rotation, plus bonuses for 28 days. Additional run-on campaigns can be booked and if no changes are required then discounts are available.

Benefits: INFOads contain very clear messaging, with high exposure on air. INFOads are also cost effective because you're not using air time on creativity. Plus INFOads match PASSION for the PLANET listeners' desire for quick, easy to digest information. INFOads directly promote your web site.

* production includes scripting, legal clearance, and one voice. An extra cost is involved for multiple voices and/or sound effects.

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*Advertising on PASSION for the PLANET attracted people interested in the therapies we offer. We booked in a lot of new clients.
Cherry Smith, The Therapy Centre, Kent*

RADIO

Passion for the planet
be intrigued, be inspired



great things come
in small packages

a clear MESSAGE with ONLINE support

ADVERTISING : REACH 120,000 TARGETED LISTENERS

NANOads

90 day campaign

from **£2520** plus VAT

light	£2520	28 spots/wk	£7/spot
medium	£3240	42 spots/wk	£6/spot
heavy	£3600	56 spots/wk	£5/spot

INCLUDES ...

production of commercial*

link to your website & a webitorial page

NANOads: 5-7seconds duration. They consist of a strap line, the company name and the tagline "*see more, hear more at passionfortheplanet.com!*" directing listeners to a mini site on the PASSION for the PLANET website. This gives more details (i.e. the bigger sell!) and includes links to your website.

Rotation and Campaign Length: NANOads are played 4, 6 or 8 times per day, even rotation, plus bonuses for a minimum of 90 days. Additional 30 day top up campaigns can be booked if no changes are required.

Benefits: NANOads get the point across quickly, are great for companies with a clear product. These very short ads avoid the listener becoming bored and mentally tuning out from high repetition. A NANOad delivers its message and moves on, you hear it every time. NANOads are supported by webitorial.

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Advertising on PASSION for the PLANET has increased our client base and has strengthened our other marketing activities.
Zana Morris, EducoGym, Harley Street

RADIO

Passion for the planet
be intrigued, be inspired



reach an AUDIENCE with a unique LISTENER PROFILE

ADVERTISING : REACH 120,000 WELL CONNECTED LISTENERS

LISTENER PROFILE: the audience

- 25-55 ABC1s, with a strong 30/40something core, seeking a lifestyle of responsible luxury
- they see themselves as socially responsible
- they take responsibility for their health and the environment
- they are nature lovers and enjoy their local environment and wildlife
- they have a global, cosmopolitan outlook and are interested in issues beyond the UK
- they are not prepared to swap quality for eco-friendly, they want both
- they are educated professionals, many work in the health or environment sectors and a good proportion run their own small business or aspire to running their own business
- they are early & secondary adopters of new technology, particularly eco-friendly products
- many blog and use social networks and twitter about their interests and opinions

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PASSION for the PLANET reflects the level of quality I want synonymous with my name. And above all, their listeners respond!
Topher Morrison, Best Selling Author

RADIO

Passion for the planet
be intrigued, be inspired



reach an AUDIENCE with a unique LISTENER PROFILE

ADVERTISING : REACH 120,000 WELL CONNECTED LISTENERS

LISTENER PROFILE: lifestyle

- their purchasing decisions are considered, rather than emotionally driven
- they donate to charity and are happy to support "good causes"
- many regularly attend personal and/or business development workshops
- they are well travelled, but are concerned about their carbon footprint
- they are light use car owners
- they are interested in their local community as well as global issues
- they are looking for ways to live a fulfilling life and to contribute
- they enjoy being introduced to new ideas and are open minded about new concepts and ways of behaving
- they enjoy discussing news, politics and philosophical issues with their friends
- they prefer to hear from the experts rather than audience participation led phone-ins
- they like to tell their friends about the products & services they have discovered

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*As a result of our advert on PASSION for the PLANET we received contacts from people who had not previously heard of us.
Jo Sopala, MS Trust*

RADIO



reach an AUDIENCE with a unique LISTENER PROFILE

ADVERTISING : REACH 120,000 WELL CONNECTED LISTENERS

LISTENER PROFILE: shopping

- they prefer to shop at Waitrose, M&S, Coop and local shops but also shop at all major supermarkets; Sainsbury's, Tesco, Asda, Morrisons
- they purchase ethically when possible; between 10% and 30% of the average shopping basket
- they are early adopters of green, natural, Fairtrade and ethical products
- brands found in their shopping baskets include Ecover, Simply Green, Duchy Originals, Body Shop, Rachel's Organic, Ella's Kitchen, Green and Black, Seeds of Change, Whole Earth, Divine, Clipper and Innocent
- they are drawn to fair-trade, organic and natural brands and those supporting charity
- they are strong on community and like to buy local
- they buy fair-trade tea and coffee, free-range eggs, natural ingredients and some organic produce
- they are consumers of "green" goods, natural healthcare products and services
- they are consumers of vitamin and mineral supplements
- they are more open to alternative health therapies like homeopathy, osteopathy, nutritional advice etc.

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Gary Smith, Pure Digital

RADIO



more than one way
to put bums on seats

choose DIFFERENT platforms and CREATIVE solutions

ADVERTISING : REACH 120,000 WELL CONNECTED LISTENERS

other opportunities

PASSION for the PLANET offers a number of other opportunities.

These include ...

- **bespoke sponsorship**
- **advertorial opportunities**
- **limited availability for online banner adverts**
- **innovative Pay-Per-View advertising on PASSION for the PLANET TV.**

Please contact us to discuss your requirements.

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RADIO for a GREEN & HEALTHY lifestyle

STATION PROFILE : REACH 120,000 PASSIONATE LISTENERS

station

PASSION for the PLANET is a speech station for music lovers, and a music station for people who like to be informed, challenged and stretched as well as entertained.

With news, information and expert opinion, mixed with a blend of credible music, PASSION for the PLANET provides information and ideas to allow listeners to make informed choices about living a greener, healthier and more ethical lifestyle.

PASSION for the PLANET is positive, varied, informative, different, inventive, contemporary and consistent.

speech

Interviewees are experts. They're challenged, not baited. The aim is to provide useful information, not create gladiatorial faux entertainment.

Some are opinionated, some are controversial, some are extremely entertaining, some quietly convincing. It's not all chin stroking stuff though, there are lighter ideas such as the Moon is artificial, the Bible needs more gags, and flirting makes the world go round.

News is global and is gathered by journalists based worldwide.

music

The music reflects the global outlook of the speech content. It has a focused feel [broadly, credible, grown-up pop music].

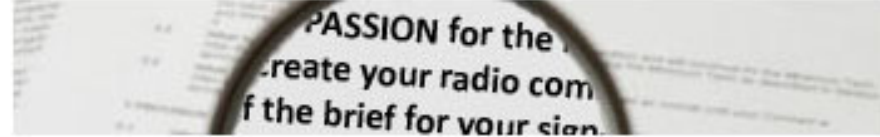
Every hour adult contemporary English language hits are mixed with world music [there are no music ghettos].

This sees the likes of The Script, Japan, Death Cab For Cutie, Paul Simon, John Mayer and Aimee Mann sitting next to traditional & contemporary global hits from artists such as Juanes, Rachid Taha, Johnny Clegg, Amadou & Mariam, Amaral, Tanariwen and Baaba Maal.

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PASSION for the PLANET is a genuinely new concept in radio.
The Daily Telegraph

RADIO



TERMS and CONDITIONS

- 1) A 25% deposit is payable on confirmation of your order. Work on your script cannot start until the deposit has been received.
- 2) If PASSION for the PLANET is creating your commercial, a brief will be discussed with you and this will be used to script your radio commercial. PASSION for the PLANET will send you a copy of the brief for your sign-off. Please ask for our "creating your radio commercial" guide.
- 3) Once PASSION for the PLANET has received the approved brief, we will write a script that fulfils the brief and will appeal to our listeners. Minor changes can be made, but major re-writes, revising the brief, or alternate scripts are not included in the cost. If required these will be charged for. These additional fees will be discussed and agreed before we proceed.
- 4) Once the script has been approved, an email, letter or fax confirming that you have approved the script is required. Once the script has been approved further changes cannot be made. If changes are required these will be charged for.
- 5) If the script requires RACC clearance PASSION for the PLANET will arrange this at no extra charge. The RACC sometimes requires evidence to support the claims in an ad. PASSION for the PLANET will pass this request on to you and you are responsible for providing the necessary evidence to PASSION for the PLANET who will then pass this to the RACC. If any costs are incurred to substantiate your claims these will be your responsibility. If your script has to be re-written because you cannot substantiate your claims then PASSION for the PLANET may charge for this.
- 6) Once the script has been approved by the RACC (if required) PASSION for the PLANET will go ahead and record it. Any changes required after the ad has been recorded will be charged for.
- 7) PASSION for the PLANET will send you an MP3 copy, via email, of your final ad.
- 8) PASSION for the PLANET requires written (fax, email, letter) confirmation of the campaign start date.
- 9) If your ad needs to be on by a specific date, please make this clear when you make your booking.
- 10) PASSION for the PLANET requires full payment before your commercial goes on air. Payment terms are available for campaigns of longer than three months duration.
- 11) PASSION for the PLANET will accept ads made by external companies. However, these must be RACC approved, and must meet PASSION for the PLANET's quality standards. PASSION for the PLANET reserves the right to refuse any ad due to quality or content.
- 12) By advertising on PASSION for the PLANET you agree to these terms and conditions.

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