

1530 AM

# CELTIC MUSIC RADIO



CONNECTING SINGERS AND SONGWRITERS  
AROUND GLASGOW AND AROUND THE WORLD

[www.celticmusicradio.net](http://www.celticmusicradio.net)



Celtic Music Radio is the ideal cost effective medium to reach a discerning audience.

Broadcasts to greater Glasgow on 1530AM to an adult population of over 650,000 plus Online and Internet Radio. Sponsorship, partnership and promotional opportunities together with our spot commercials and internet ads provide comprehensive marketing options.

Email: [sales@celticmusicradio.net](mailto:sales@celticmusicradio.net) for immediate attention and service.

## Sales & Sponsorship Information Pack

Celtic Music Radio is a community radio station licensed by Ofcom to broadcast on 1530 AM/medium wave in the Glasgow area of West Central Scotland. We are also a registered charity, with the aim of being a strong cultural voice for contemporary and traditional Scottish music, arts and culture from Scotland and other Celtic lands.

Our team of unpaid volunteers thank you for taking the time to read through this Information Pack and would like to thank you in anticipation for your support.

### Contents

Charity Registration information	3
What Our Listeners Say About Us	4
Commercial Spot Advertising Rates	5
Programme Sponsorship Opportunities	6
Our Online Audience	7
Coverage Area on 1530 AM around Glasgow	8
Programme Schedule	9

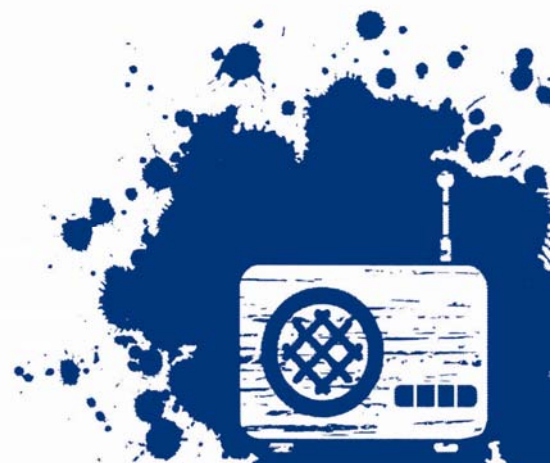
Celtic Music Radio, Livingstone Tower, 26 Richmond Street, Glasgow G1 1XH  
Listen Online at: [www.celticmusicradio.net](http://www.celticmusicradio.net) Admin Office Tel: 0141 548 3397

*Celtic Music Radio is a charity registered in Scotland. Number: SC041172*

*Prepared: April 2010*



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# CELTIC MUSIC RADIO

## SPONSORSHIP, PROMOTIONAL AND PARTNERSHIP OPPORTUNITIES

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### Celtic Music Radio is a charity registered in Scotland.

Extract from the Scottish Charity Register maintained by the Office of the Scottish Charity Regulator (OSCR).

*Charity Number:* SC041172

*Charity Name:* Celtic Music Radio

*Registered charity from:* 08/01/2010

*Address:* Hunter Centre  
University of Strathclyde  
Livingstone Tower  
26 Richmond Street  
Glasgow

*Postcode:* G1 1XH

*Office/Home address:* Principal Office address

*Website:* [www.celticmusicradio.net](http://www.celticmusicradio.net)

*Charity Status:* Active

*Constitutional Form:* Company

*Accounting Period End:* 31 August

*Gross Income:* £0.00

*Geographical Spread:* More than one local authority area in Scotland

*Main Operating Location:* Glasgow City

*Last Updated:* 08/01/2010

*Purposes:* Advancement of Education  
Advancement of Citizenship or Community  
Development, Advancement of the Arts,  
Heritage, Culture or Science

*Beneficiaries:* Benefits No Specific Group

Benefits Other Charities

*Activities:* Carries out Activities

### Charitable Objectives:

To provide a range of training, development, volunteering and vocational opportunities for people of all ages and all backgrounds; promoting active volunteering and maximising the participation opportunities for marginalised people within a community of interest;

To encourage and advance active citizenship in all sections of the community through the making and presenting of radio programmes with a strong cultural voice for contemporary and traditional Scottish music, arts and culture from Scotland and other Celtic lands;

To provide an outlet for singers and songwriters, musicians and expressions across a range of artistic disciplines and to promote Scottish undiscovered and emerging artists;

To advance education by providing training for volunteers of all ages, with a particular emphasis on developing the skills, talents and confidence of young people through links with further and higher education;

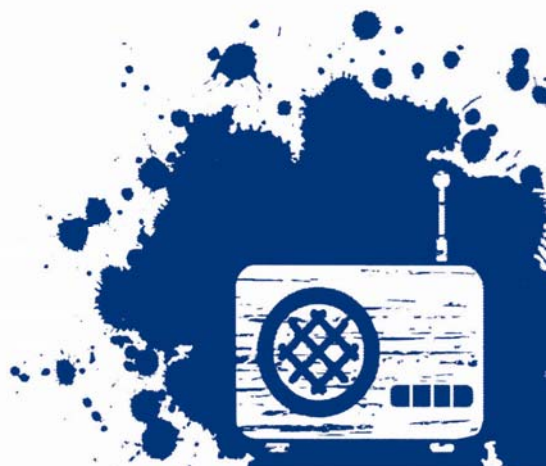
To provide programming output with a view to raising awareness about Scottish heritage in music and culture and to establish a forum for discussion on these issues;

To promote cultural diversity and community cohesion by providing a right of access to minority and marginalised groups, thereby reflecting the interests and opinions contained within our community of interest

To have a mission to be a strong cultural voice for contemporary and traditional Scottish music, arts and culture; pioneering new frontiers in communication and broadcasting by including people that do not have access to mainstream media.



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### What listeners say about Celtic Music Radio

**This radio station caters to a hitherto, largely ignored segment of the population and I wish it every success.** *Mark Rowantree, United Kingdom, 29 October 2009.*

**Celtic Music Radio provides the kind of music I want to listen to - this is something that the mainstream radio stations fail to do. Long may it continue.**

*Frank Loy, United Kingdom, 29 October.*

**This is an important service in a genre that is sadly overlooked and neglected by most of the main stream media. They do a superb job of spreading the word of all categories of folk & traditional music.**

*Dave Gibb, United Kingdom, 28 January 2010.*

**The best place to hear both new and familiar Celtic music. I listen whenever I'm at my computer**

*Linda Dewar, United Kingdom, 28 October 2009.*

**Community is a dying art. Radio is a means whereby the community can hold together and Music is the way we can identify with our community. We have a culture and a community spirit in Scotland that is slowly being eroded, this station is one way of showing that we, as a people, still care and want to hear what our young musicians and songwriters want to say.**

*Steve Burnett, United Kingdom, 7 February 2010*

**I missed a radio station like yours in Germany since a long time. So I found it in the net and can hear it, whenever I want to, although it's broadcasted in Scotland. Internet-Radio is so wonderful! Go ahead streaming good music and fantastic features like the one about the Spanish civil war!**

*Yours Heiko Mau, Germany, 25 October 2009.*

**This station is a seriously good alternative to others and has certainly added to my (now very limited) choice of stations. Celtic Music Radio also plays more to my taste in music, mainly acoustic rock, acoustic ballads, blues, modern country and so on, which again is something that very few stations do. I am exceedingly fortunate to be able to listen at home and in the car around most of Lanarkshire and Glasgow's surrounds, though broadcasting on digital radio (DAB and/or satellite) would be a great advantage for me. Keep it up guys, you're doing a brilliant job.**

*Arthur Grainger, United Kingdom, 27 August 2009.*

**Waited a long time for such a great station. Listen every day; Love you!**

*Deborah Miller, California, USA. 9 August 2009.*

**As a Glasgow songwriter this station has supported me and many others in promoting our songs**

*Thomas McCallum, United Kingdom. 12 July 2009.*

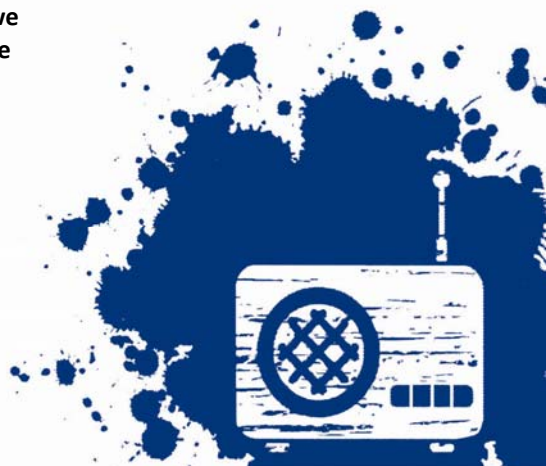
**Celtic Radio keeps us connected to the music we love and helps sustain us until we can make another trip back to Scotland. This is a great way to reach out and share the music and culture so many of us cherish.**

*Tom & Kelly Currell, Vermont, USA. 21 January 2010.*

Source: <http://www.thepetitionsite.com/1/celticmusicradio>



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## Commercial Spot Advertising Rates

Celtic Music Radio offers the opportunity to raise your profile, targeting a specific market in a very cost effective manner. Business conditions can change fast and Celtic Music Radio is well set to meet those changes. Our flexibility works particularly well for fast moving businesses promoting late deals, extended sales, special offers or in reaction to the news and weather.

Whether you would like to advertise a specific short term promotion or undertake a longer term awareness campaign, Celtic Music Radio can build a package to suit your needs.

### Examples of Spot Packages

Spot advertising is the most flexible way to get your business message across. The following are intended as examples only. Please contact our Sales Team to discuss your requirements.

#### *7 day package*

6x thirty second spots evenly rotated during the day over 7 days = 42 spots  
COSTS JUST £210 - that's £5.00 per spot

#### *14 day package*

6x thirty second spots evenly rotated during the day over 14 days = 84 spots  
COSTS JUST £299 - that's £4.75 per spot

#### *28 day package\**

6x thirty second spots evenly rotated during the day over 28 days = 168 spots  
COSTS JUST £714 - that's £4.25 per spot.

*(\*We will add an extra 28 spots free of charge to this package, giving you 196 spots at a rate of just £3.64 per spot)*

### Commercial Production

Production of commercials is quick and low-cost at only £40 per script allowing you to put out the right message at the right time.

### Contact Our Sales Team

For an informal chat on your promotional requirements, please contact:

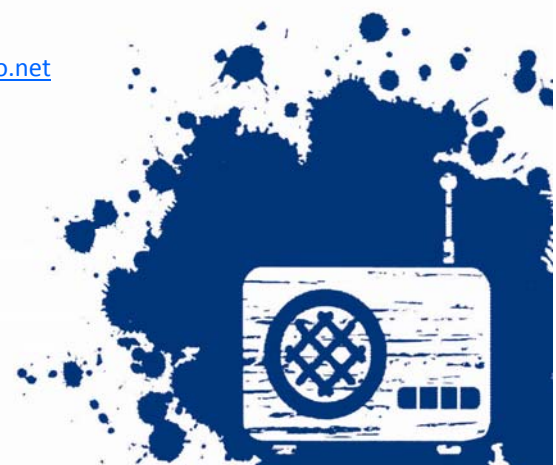
Ross Macfadyen: 07941 252 485 or email [ross@celticmusicradio.net](mailto:ross@celticmusicradio.net)

Bob McWilliam: 07980 953 107 or 0141 812 7570 or email: [sales@celticmusicradio.net](mailto:sales@celticmusicradio.net)

We look forward to being of service.



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## A proposal to sponsor a programme on Celtic Music Radio 1530AM

Sponsorship is a way to build a special relationship with our listeners through association with presenters, programmes and services.

### A proposal for a two hour weekly programme:

- 6 spots during the programme and at least 6 promotional trail spots. Total spots: 12. Cost: £42 per week. (£504 for 12 weeks). No charge for the repeat.

### A proposal for a one hour weekly programme:

- 4 spots during the programme and at least 6 promotional trail spots. Total spots: 10. Cost: £35 per week (£420 for 12 weeks). No charge for the repeat broadcast.

*Please note that Sponsorship packages are offered for a minimum of 12 weeks.*

This is by way of an example with other programmes and services available.

*Other programmes and services are available for sponsorship ranging from £31.50 a week to £140 a week.*

### Commercial Production

Production of commercials is quick and low-cost at only £40 per script allowing you to put out the right message at the right time.

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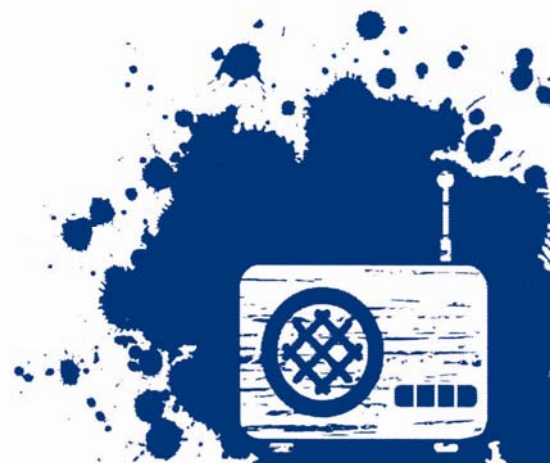
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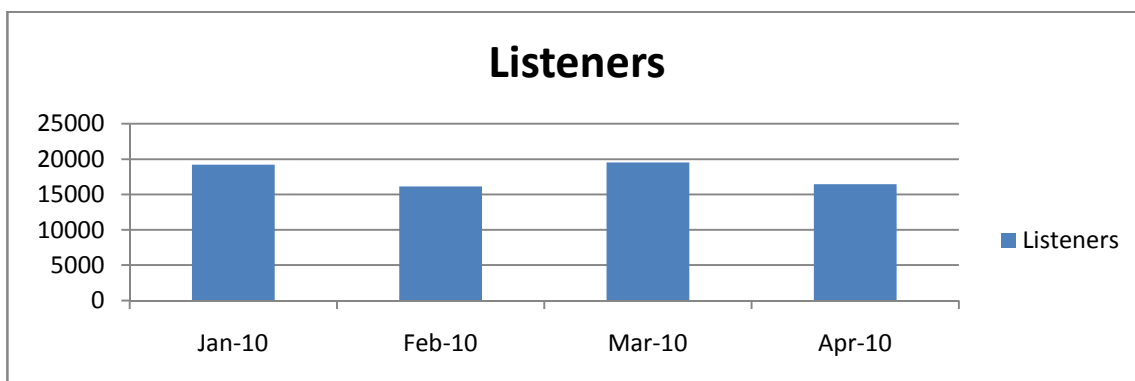
Email: [sales@celticmusicradio.net](mailto:sales@celticmusicradio.net) for immediate attention and service.

### Celtic Music Radio – Online Audience

**Celtic Music Radio** has a strong online audience across the world. Our programming reaches countries such as the USA, Netherlands, Norway, Denmark, France, Canada, Japan, Portugal as well as the UK.

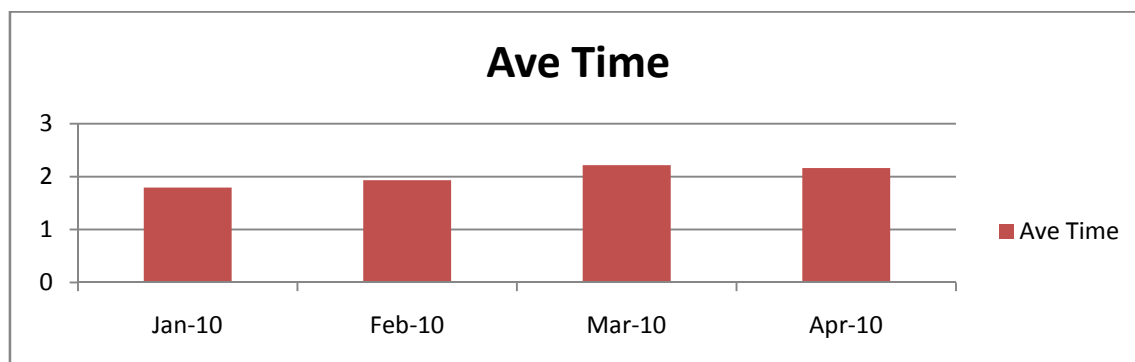
#### Listeners

We have seen a steady increase in our audience in recent months, with 19,200 listeners in January 2010 during Celtic Connections (an increase of 17.8% on last year) and 19,545 in March 2010 during St Patrick's Day. Our average listenership is around 16,500 per month (April 2010 – an increase of 36% on last year).

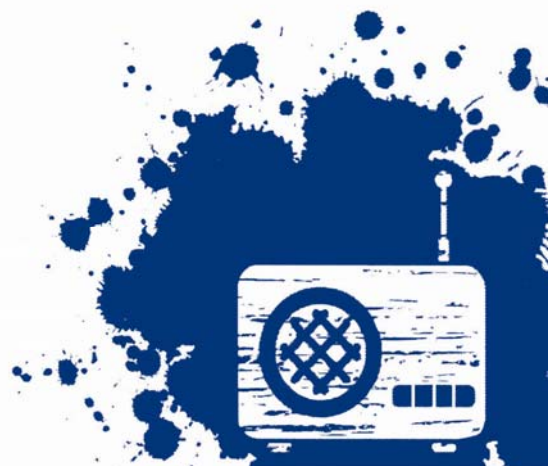


#### Average Listening Time

**Celtic Music Radio** listeners are also loyal. Our average listening time is consistently over 90 minutes per listener and currently stands at 2.15 hours (April 2010).



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# celtic music radio

SPONSORSHIP, PROMOTIONAL AND PARTNERSHIP OPPORTUNITIES

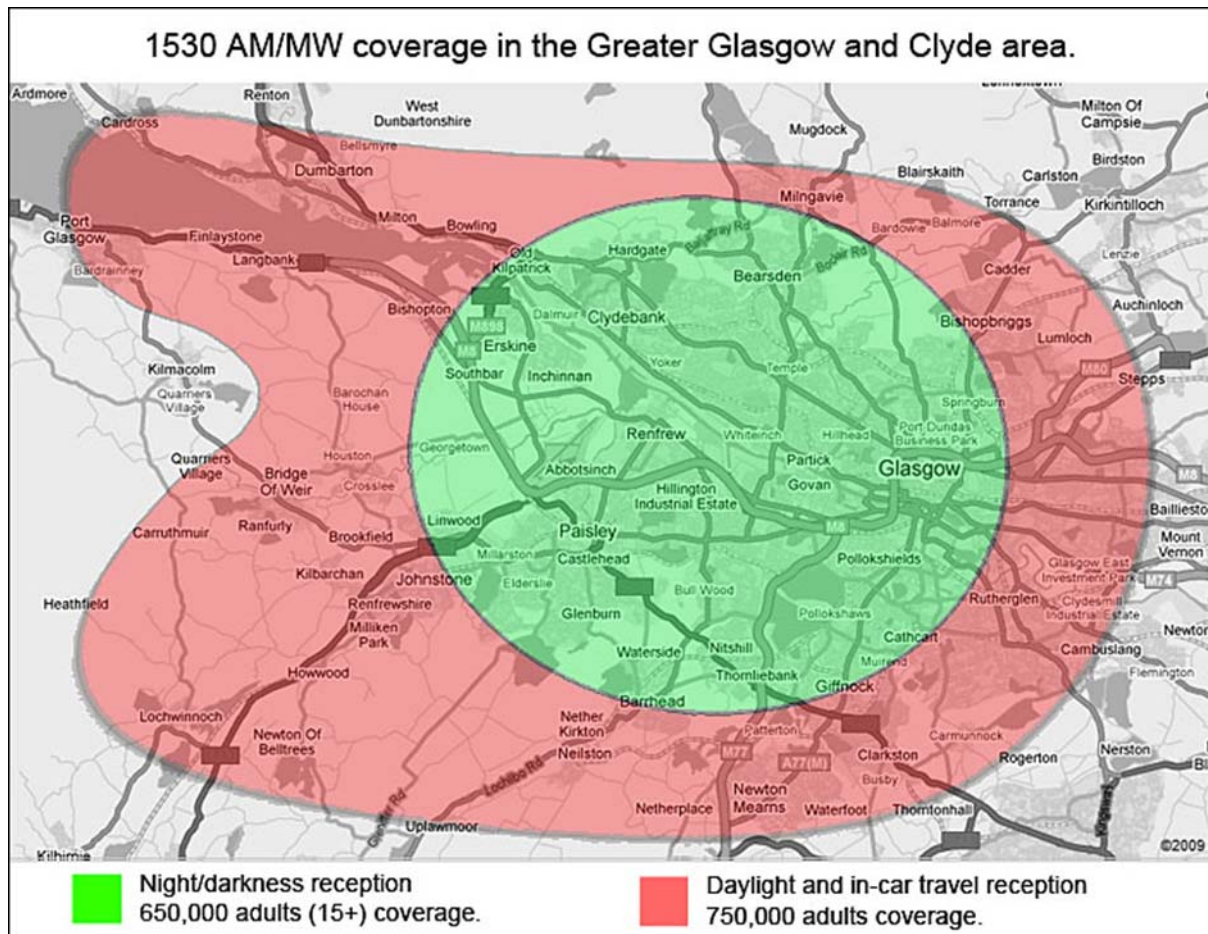
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## Celtic Music Radio's Coverage Area on 1530 AM



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## Celtic Music Radio 1530AM and Online weekly programme schedule

Updates online at: <http://www.celticmusicradio.net/schedule.html>

### Saturday

**08:00 Saturday Morning** with Alex Jenkins  
**12:00 The Saturday Sequence** including:  
**12:00 CD Album of the Week** -artist/performer talks about their new CD album release with Ross Macfadyen  
**13:00 Adele Goodfellow's Gig Guide.**  
**18:00 Mike Marwick's Rock 'n' Roll Saturday**  
**20:00 Bill Black Classic Country**  
**22:00 Celtic Chill**  
**00:00 Celtic Around the Clock**

### Sunday

**08:00 Sandy's Sunday Breakfast**  
**10:00 Mike Marwick** - An eclectic mix of music (Rpt)  
**12:00 Stewart Fenwick Country Show.** With a mix of Country, old and new, from all over the world, and right here in Scotland.  
**14:00 Festival Season!** Live music from around the Festivals.  
**17:00 Ciaran Dorris Sunday Session** with a very special guest and 'castaway' every week.  
**19:00 Mary K. Burke Show** with music, chat and guests.  
**21:00 The Garden Sessions** from Edinburgh (Rpt)  
**22:00 Celtic Chill**  
**00:00 Celtic Around The Clock**

### Monday

**08:00 Morning Mix** of music with Alex Jenkins: what's on gig guides and tracks from the Album of the Week.  
**12:00 Broom Cupboard** with Allan Broom  
**15:00 Afternoon Mix** - including gig guide and tracks from this week's CD Album of the Week.  
**18:00 CD Album of the Week** - artist/performer talks about their new CD album release with Ross Macfadyen (Rpt)  
**19:00 Muirhead's Music with Fergus Muirhead** featuring guests and live music.  
**20:00 Morris' Mash with Bill Morris** - a blend of singer-songwriters, Americana and choice cuts.  
**22:00 Late Night Ceilidh with Danny Matheson**  
**00:00 Celtic Chill**  
**01:00 Nightshift Time-shift** - 01:00 Fergus Muirhead; 02:00 Morris's Mash with Bill Morris. (local time)  
**04:00 Celtic Around The Clock**

### Tuesday

**08:00 The Morning Mix of music with Alex Jenkins**  
**12:00 Muirhead's Music with Fergus Muirhead** (Rpt)  
**13:00 Morris's Mash with Bill Morris** (Rpt)  
**15:00 Strathclyde Students Session** hear a varied choice of music and topics from University of Strathclyde students.  
**16:00 Mark Sheridan** with his weekly arts and magazine programme including Sandra Ewing on visual arts.  
**18:00 Colm Campbell with Tabhair dom do lámh** from the team at the Glasgow branches of Comhaltas Ceoltóirí Éireann.  
**19:00 Planet Waves** - Sandy Semeonoff plays mainly acoustic sounds

from around the world.

**20:00 Travels with My Auntie Liz** - Liz Clark meeting folk.  
**22:00 Late Night with Paul Hughes**  
**00:00 Celtic Chill**  
**00:00 Celtic Round the Clock**  
**01:00 Nightshift Time-shift** - 01:00 Planet Waves; 02:00 Liz Clark  
**04:00 Celtic Around The Clock**

### Wednesday

**08:00 The Morning Mix** of music and what's on 'gig' guides.  
**12:00 Planet Waves** - with Sandy Semeonoff (Rpt)  
**13:00 Travels with My Auntie Liz** - Liz Clark (Rpt)  
**15:00 The Afternoon Mix**  
**18:00 The Ken Macdonald Hour**  
**19:00 Hotchkiss Hotchpotch** with Gordon Hotchkiss with a blend of mainly Irish and Scottish music.  
**22:00 Late Night with Paul Tasker** - Folk Roots, New Routes  
**00:00 Celtic Chill**  
**01:00 Nightshift Time-shift** - 01:00 Gordon Hotchkiss  
**04:00 Celtic Around The Clock**

### Thursday

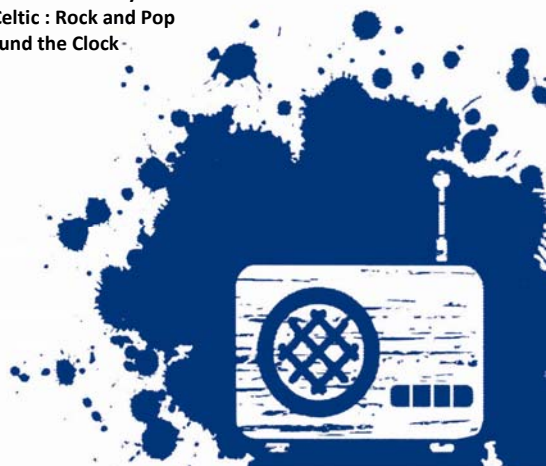
**08:00 The Morning Mix** of music and what's on with Alex Jenkins.  
**12:00 Hotchkiss Hotchpotch** with Gordon Hotchkiss (Rpt.)  
**15:00 The Afternoon Mix**  
**18:00 Úpraid with John Joe MacNeil**  
**19:00 Stevie Lawrence** - music and features.  
**20:00 John's Week** with John Collings featuring the sights and sounds of Glasgow.  
**21:00 The Blues Hour** with Bill Adair.  
**22:00 Celtic Chill**  
**01:00 Nightshift Time-shift** - 01:00 Stevie Lawrence; 02:00 John Collings; 03:00 Blues Hour  
**04:00 Celtic Around The Clock**

### Friday

**08:00 The Morning Mix** of music; what's on 'gig' guides  
**12:00 Stevie Lawrence** with music, guests and chat. (Rpt)  
**13:00 John's Week with John Collings** (Rpt)  
**14:00 The Blues Hour** with Bill Adair (Rpt).  
**15:00 Afternoon Mix** with Gordon Hotchkiss of music, chat.  
**18:00 Mike Marwick** is 'on the weekend'.  
**20:00 Thank Folk It's Friday** with Ross Macfadyen  
**22:00 Celtic Rock with Sammy Horner**  
**23:00 Electric Celtic : Rock and Pop**  
**01:00 Celtic Round the Clock**



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## ■ ■ ■ SPONSORSHIPS ■ ■ ■ PROMOTIONS ■ ■ ■ PARTNERSHIPS ■ ■ ■

**Celtic Music Radio** provides the ideal opportunity for a business, product or service to reach a discerning audience at a cost that meets tight budgets.

**Celtic Music Radio** provides competitive promotions and sponsorship packages. Whether you are a start up solo business or a more established company, we have a package to suit you and make your promotional budget work hard for you.

**Celtic Music Radio** broadcasts to greater Glasgow on 1530 kHz AM medium wave band, an area with an adult population of 650,000 and Online at [www.celticmusicradio.net](http://www.celticmusicradio.net) and on portable Internet Radio.

### SPONSORSHIPS

Sponsorship is a way to build a special relationship with our listeners through association with presenters, programmes and services.

### PROMOTIONS

Outside 'live' broadcasts of concerts, sessions and festivals. Joint interactive shows and live music. From low-cost business cross-promotion techniques through web site promotion, there are a collection of promotional ideas that you can use to get the word out about your business.

### PARTNERSHIPS

Be a partner supporting each other in a niche market that provides the opportunity to promote products and services to a group that other businesses have overlooked.

### SPOT COMMERCIALS

Traditional run-of-broadcast spot commercials are available at affordable rates to reach a discerning audience. Celtic Music Radio has the ability to offer longer length spot commercials in a solus position.

### DONATIONS

Celtic Music Radio's unique funding model utilises Secure Trading and PayPal. Credit card and debit card details are processed on our behalf by SecureTrading which means that credit card details are fully encrypted using the most sophisticated e-payment software. You may also make a donation via PayPal if that is more convenient. Visit our website on how to donate at: <http://www.celticmusicradio.net/donations.html>

	<b>Admin:</b> <b>Studio:</b>	<b>0141 548 3397</b> <b>0141 548 4041</b>
	<b>Studio text messages:</b>	<b>07588 15 1530</b>
	<b>Fax:</b>	<b>0141 552 7602</b>
	<b>General:</b> <b>On-air studio:</b> <b>News desk:</b> <b>What's on and gig guide:</b> <b>Presenters:</b> <b>Skype:</b> <b>Sales &amp; sponsorship:</b>	<b>info@celticmusicradio.net</b> <b>studio@celticmusicradio.net</b> <b>newsdesk@celticmusicradio.net</b> <b>whatson@celticmusicradio.net</b> <b>first.surname@celticmusicradio.net</b> <b>celtic.music.radio (+44)141 548 4041</b> <b>sales@celticmusicradio.net</b>
	<b>Listen Live:</b> <b>Social sites:</b>	<b>www.celticmusicradio.net</b> <b>www.myspace.com/celticmusicradio</b> <b>www.facebook.com/CelticMusicRadio</b> <b>www.twitter.com/celticmusic1530</b>



Members of Arts & Business Scotland and the Community Media Association



Celtic Music Radio, Livingstone Tower, 26 Richmond Street, Glasgow, G1 1XH

Celtic Music Radio is a Charity registered in Scotland, Number SC041172.

Celtic Music Radio Limited is a Company Limited by Guarantee and without share capital, Number SC271561.

Registered Office: 153 Queen Street, Glasgow G1 3BJ