



## **Guidelines for Commercial Advertising on Global Stations**

Delivery of commercial advertising will be in accordance with the following guidelines.

Please note that Global reserves the right to refuse to broadcast any commercial advertising at its absolute discretion (subject to all relevant broadcasting laws, codes and rules).

All commercials must be of the correct duration for the campaign slot booked.

### **Audio Copy**

Monday - Wednesday: Commercials required by 4pm on the day prior to transmission.

Thursday: Commercials required by 4pm for broadcast on Friday, Saturday and Sunday.

Friday: Commercials required by 2pm for broadcast on Monday.

### **Copy Rotation Instructions**

**Monday – Wednesday:** All details required by 3pm on the day prior to transmission.

**Thursday:** All details required by 3pm for broadcast on Friday and 4pm for broadcast on Saturday and Sunday.

**Friday:** All details required by 11am for broadcast on Monday.

**Bank holidays:** To cover bank holidays the above deadlines are brought forward; copies of which will be forwarded to you one week prior to the Bank Holiday.

Please note that audio copy delivered outside of these deadlines may be subjected to a late copy surcharge if delivered after 5.30pm. £150 plus vat on weekdays or £300 plus vat per station on weekends and Bank Holidays (by prior arrangement).

## **Delivery Instructions**

All commercials for Global can be sent via the below methods.

1. Direct to global via email [commercials@global.com](mailto:commercials@global.com) , Telephone: 0118 928 8410
2. Audiotrack
3. Adstream

Copy needs to be on a suitable medium, e.g. email or file transfer as a .wav file.

Copy should arrive at least 2 working days before Transmission (in case of any problems).

Copy should be accompanied by consignment notes with all music details recorded for PRS purposes, plus RACC clearance number if applicable, and contact details.

Global is the appointed sales house for Newslink. Global is not responsible for the distribution of copy (beyond Global's own stations). It is the advertiser's responsibility to ensure that Newslink copy is properly distributed and compliant with all stations copy guidelines.

## **Voice overs and endorsements**

Please note that Global may decline to broadcast on any of its radio stations any advertisement which, because it features the voice of a celebrity or otherwise well-known person closely associated with a competitor radio station, promotes or otherwise endorses that competitor radio station to the detriment of Global's brand and/or legitimate, commercial interests in Global's reasonable opinion.

Any re-recording required to make an advertisement compliant with the above policy will be at the advertiser's sole expense. For further details, or to discuss a proposed advertisement, please contact Global's Distribution team at [commercials@global.com](mailto:commercials@global.com) or on 01189 288 410.