



ADVERTISING DETAILS

RADIO HARROW ADVERTISING TERMS & CONDITIONS:

GETTING STARTED

1. Advertisements should be within the ethos and remit of Radio Harrow, with a primary focus towards Charities and Small Local businesses.
2. Advertisements must not feature or promote any the following: Alcohol, Drugs, Vaping, Gambling, Sex, Politics or Illegal Activities.
3. Promotion of Local Events or Dining Events at licenced premises may be considered.
Eg; Sunday Lunch or Live Music at Local Pub.
4. Political and Religious Advertisements will not be accepted by any political party or religious bodies. Promotion for non-religious events at worship venues will be considered.
Eg; Charity Concert at Local Church.
5. All Advertisements and Advertisers will require approval from Radio Harrow and can be subject to background checks.
6. Radio Harrow's Advertising Committee will decide the placement of Adverts: Daytime, Evenings, Podcasts, Harrow Today, Website or Social Media.

BROADCAST & PLACEMENT

7. A one month duration officially starts when the first approved advert is broadcast and ends 30 days after that initial airing.
8. It may not be possible to broadcast advertisements at precise times.
9. It may not be possible to broadcast advertisements during outside broadcasts.
10. Advertisers are not permitted to influence playlists or programme content.
11. Duration of advertisements is set at 30 seconds.
12. Radio Harrow's output is automated between 7am and 6pm, a number of shows during these times will not play news or adverts as they are one-hour long pre-records.
13. Ad breaks are scheduled around xx:15 and xx:45 each hour. While Harrow Headlines which includes Sport News airs on the half-hour (xx:30).
14. On Weekdays, Radio Harrow programming between 6pm and 10pm is live, Advertisement and Local news will be at the discretion of the present.
15. On Weekend, Radio Harrow programming between 10am and 8pm is live, Advertisement and Local news will be at the discretion of the present.

16. Advertisements may fail to play for reasons beyond our control. Including; Power Failure, Broadcast Software Failure (Myriad) or Presenter Absence.

17. Occasional read advertisements which promote local events are permitted for free on our 'Whats On' Guides.

18. Occasional live interviews which promote local events are permitted for free on our programmes.

SOCIAL MEDIA & OTHER

19. Details and updates of client/business will be added to a dedicated URL within radioharrow.org.

20. Retweets via Twitter and Paid Partnerships on Instagram are available options via the Radio Harrow communication teams.