

# THE eX-PAT CHART

Introducing an exciting advertising opportunity targeting English tourists and expatriates across Europe and the Middle East. The eXpat Chart broadcasts the Top 40 singles played on English language radio stations in some of Europe and the Middle East's top tourist destinations.

## BROADCAST DESTINATIONS

The eXpat Chart is currently broadcast on 10 stations.

Cyprus



Mallorca



Canary Islands



Zante



Online



Mainland Spain



Oman



Malta



Dubai



## AUDIENCE FIGURES

Audience figures compiled from subscriber stations, indicate the chart is broadcast to over 300000 listeners weekly.

Breakdown:

Radio Napa 100000  
 Bay Radio 45000  
 Power FM 75000  
 Ocean FM 40000  
 Energy FM 30000  
 Luna Radio 20000

The programme is targeted at the 25 - 55 year old listener who remembers the classic style of chart presentation.

The eXpat Chart website ([www.expatchart.com](http://www.expatchart.com)) has in the first year of broadcast received over 100000 unique visitors visiting over 277000 times, viewing 791191 pages.

## FIND OUT MORE

If you want to find out more about the programme, or to discuss sponsorship opportunities, speak to your local sales agency, or call:

**Spencer James**

Executive Producer The eXpat Chart

In the UK: **08454 635402**

Outside the UK: **0044 7890 648144**

E-mail: [spencer@fourwaymedia.co.uk](mailto:spencer@fourwaymedia.co.uk)

## RATE CARD

<b>Option 1</b>	<u>On Air (per station):</u> - 84 Presenter associations - 84 Sponsored sweepers - 60 Sponsored credits - 36 Thirty second adverts - 90 Sponsored promotions	<u>Online:</u> - TOTAL online branding		<u>Full Network Sponsorship:</u> £2,500 / month
<b>Option 2</b>	<u>On Air (per station):</u> - 60 Thirty second adverts - 60 Sponsored promotions	<u>Online:</u> Banners & Skyscraper adverts on rotation on all pages	<u>Regional Sponsorship:</u> £600 / month	<u>Full Network Sponsorship:</u> £2,000 / month
<b>Option 3</b>	<u>On Air (per station):</u> - 36 Thirty second adverts - 30 Sponsored promotions	<u>Online:</u> Skyscraper adverts on rotation on all pages	<u>Regional Sponsorship:</u> £500 / month	<u>Full Network Sponsorship:</u> £1,800 / month
<b>Option 4</b>	<u>On Air (per station):</u> - 24 Thirty second adverts - 30 Sponsored promotions		<u>Regional Sponsorship:</u> £400 / month	<u>Full Network Sponsorship:</u> £1,600 / month

- All figures are per month, a month is based on a four week period.

- Minimum sponsorship term is 3 months.

- Full Network Sponsorship covers all the regions currently subscribed to the programme.

- Regional Sponsorship covers one area (Spain & Canaries / Cyprus / Malta / Greece / Oman and the Middle East )

- The eXpat Chart and its production company cannot guarantee that subscribers will take the programme on a permanent basis. Should a subscriber station stop broadcasting the programme, the tariff will be adjusted accordingly.