



Adventist Radio London

It is the purpose of Adventist Radio London to help support the community outreach efforts of the local Seventh-day Adventist Churches. We encourage all our local churches to engage with their local communities by hosting events that will inspire and inform them of the holistic approach to living that Seventh-day Adventists espouse. We therefore encourage churches to develop and advertise well-planned events through Adventist Radio London. The following criteria are advised.

Radio Advert Guidelines

- 1) Please supply details 4 weeks prior to the start of the event if you require your event for both on air and on website promotion.**
- 2) Please supply details 2 weeks prior for website only promotion (must have poster created.)**

Amendments no later than 48 hours prior to event

Information must be accompanied with the poster/handbill

Advertising Technical specifications

- **Please provide images in PNG format**
- **Audio in mp3 format**
- **No smaller than A5 size**
- **Fonts must be legible and copy clear and easily read**
- **Images must be between**
- **1240 x 1754 and 1000 x1414**
- **If pre-recorded promo, then script must be submitted two weeks in advance.**
- **Pre-recorded promos will be no longer than 30 seconds long.**

We are not liable for any errors images and posters will be placed as received

You are responsible for the copyright in any material you send to us and must ensure the permission of the owner has been granted before use

Ensure all spellings are correct

Must include current contact details, time and event duration

You must call in directly to notify us of cancellation or postponement of the event as soon as possible

between the hours 9 am -12pm Monday to Friday

Promos will be aired at a frequency of 4 times per day.

We accept no liability for reasonably foreseeable losses, inconvenience arising from our failure to provide the promotion on our platforms

Conditions/Policy

Must be open to the community or community beneficial.

Only Events that are organized directly for the benefit of the non-SDA community and must be “not for profit”.

Events must be agreed by church board and submitted in the name of the church.

All Intellectual Property Rights (including Copyright in any artwork) created by us in connection with the promotion will remain the property of Adventist Radio London and affiliates.

The event organizer will indemnify Adventist Radio London against all claims and proceedings arising from the reproduction or publication of such copy details in our online promotion of your event

transfer of any person to any website, webpage or other online destination from the scanning of a QR Code.

For the event to be added to the site, the event must be submitted no later than 12:00 pm on Thursday 2-4 weeks prior. (See points 1 & 2 above)

Only after receiving an email to confirm will your advert be aired/added

**Do acknowledge we have creative freedom to format the event to suit the radio’s platforms
Send emails to info@adventistradio.london**