

“ You know you need to Advertise,
Discovering what media is right for your business can be a daunting task.
But one thing we know for sure, if your customers are people,
then they are listening to the Radio. ”

RADIO ADVERTISING AND BRANDING



Who we are?

Olive Suno Radio Network is a marketing, advertising and branding company in Qatar. We own the No.1 Radio Network with multilingual Radio channels that cater to almost **1.7 million** South Asian expatriates from India, Nepal, Sri Lanka, Bangladesh, Pakistan etc living in Qatar. We are committed to bringing together music and creative lovers, brands, and companies together as One in Qatar.

FM Radio channels:



Radio Olive 106.3 FM (Hindi/English)



Radio Suno 91.7 FM (Malayalam, Tamil).

Online Radio Channels:

Suno Lanka | Suno Melody | Suno Tamil



Olive Nepal | Olive Retro | Olive Kids.



"OUR LISTENERS
ARE **YOUR** CUSTOMERS"

Why Olive Suno Radio Network?

Radio is one of the most powerful and incredibly relevant channels of promotions and campaigns. Unlike traditional Radio, Olive Suno Radio Network acts as a marketing consultant and provides a 360-degree solution. We combine Radio with digital marketing to optimise the results. We provide complete plan of action for your campaign/events including branding, strategy, copywriting, audio production etc.

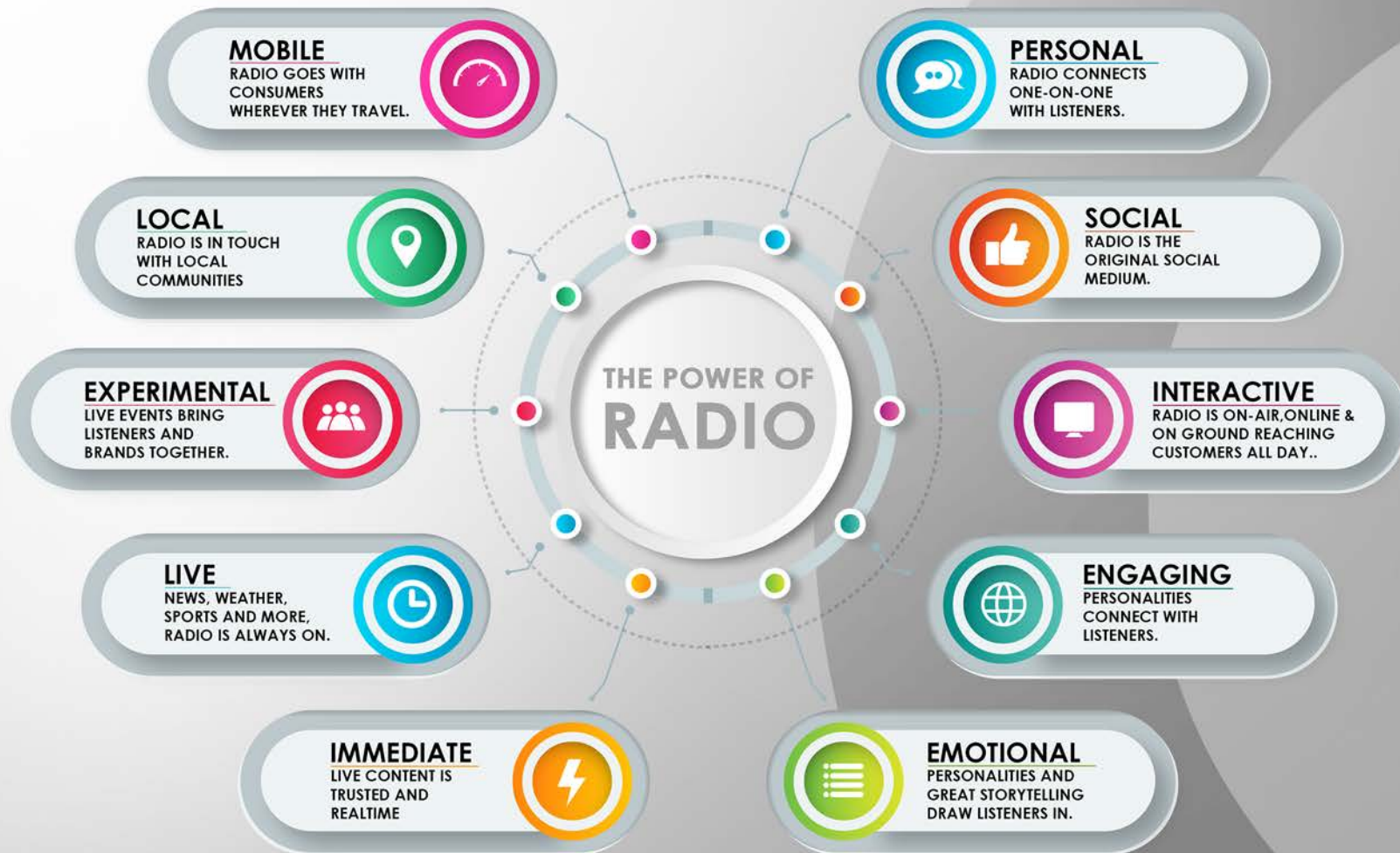
Strength:

- Dynamic.
- frequent.
- One to one.
- flexible and immediate.
- Daily connected with people.
- cost-effective.
- reaches huge targeted audience.
- Provides time efficiency.
- provides 360-degree engagement and awareness.
- provides effective call to action.
- provides integrated media support.
- provides effective local reach.
- Includes digital marketing strategy.

"SERVING, CONNECTING
AND CELEBRATING
OUR COMMUNITY"



"LIVE, PERSONAL AND EMOTIONALLY CONNECTED"



3 'O' Strategy:

We help in marketing, advertising and branding of a company through our popular 3 'O' Strategy.

On-air

Traditional and primary form of Radio Advertising.

- Radio Commercials.
- RJ Mentions.
- Show sponsorships.
- On-air contests.

Online

In this fast-paced world, companies strive to reach targeted audience faster. When combining Radio and Digital, businesses attain incredible results. Digital keeps you in front of your audience even when they are not listening to the Radio.

We help companies achieve their desired goal through combined Radio and digital marketing.

- Mobile Application
- Online streaming.
- Websites (Blogs, PRs etc.)
- Social Media Contests.
- Video production services

We don't just make videos. We make relatable stories that connect your brand to your consumers, customers or community.

We showcase your business or service in the most impactful, authentic way possible.

On ground

Bring your listeners at your doorsteps and let people know what's happening!

- Outdoor Live Broadcast.
- Radio Partnership.









An on-ground event connected with Radio enables increased footfall, brand visibility, brand building, Targeted Marketing, community goodwill, new B2B and B2C relationships and most importantly ROI.

**"PERFECT COMBO
OF RADIO AND
DIGITAL MARKETING"**



"WE HELP GOOD COMPANIES BECOME GREAT LOCAL BRANDS"

Rate Card

CHANNEL	LANGUAGE	AVAILABLE	STANDARD SPOT RATE	
			SECONDS	RATE
	Hindi, English	ON-AIR, Ooredoo tv, Ooredoo tv app, Official apps, Tunein, Radio Garden, Online	30 Sec	300 QR
	Malayalam, Tamil	ON-AIR, Ooredoo tv, Ooredoo tv app, Official apps, Tunein, Radio Garden, Online	30 Sec	300 QR
	Sinhala	ONLINE, Official apps, Tunein, Radio Garden	30 Sec	100 QR
	Malayalam	ONLINE, Official apps, Tunein, Radio Garden	30 Sec	100 QR
	Tamil	ONLINE, Official apps, Tunein, Radio Garden	30 Sec	100 QR
	Nepali	ONLINE, Official apps, Tunein, Radio Garden	30 Sec	100 QR
	Hindi	ONLINE, Official apps, Tunein, Radio Garden	30 Sec	100 QR
	English, Hindi	ONLINE, Official apps, Tunein, Radio Garden	30 Sec	100 QR

Specific Time Rates - 30 Sec for Each Channel

Rates

Prime Time	05am - 10am	12pm - 03pm	5pm - 9pm		300 QR
Non-Prime Time	10am - 12pm	03pm - 05pm	9pm - 11pm	11pm - 4am	240 QR

Ad Rates (in seconds) Each Channel

In Seconds	10 Sec	15 Sec	20 Sec	30 Sec	35 Sec	40 Sec	45 Sec	50 Sec	55 Sec	60 Sec
Prime Time Rate	100 QR	150 QR	200 QR	300 QR	350 QR	400 QR	450 QR	500 QR	550 QR	600 QR
Non-Prime Time	80 QR	120 QR	160 QR	240 QR	280 QR	320 QR	360 QR	400 QR	440 QR	480 QR

Live Appearances

RJ Mentions	1,500 QR
Contests	2,500 QR
Roadblock	(as per your budget)
Roadshow (with celebrities)	(as per your budget)
Live OB	10,000 QR

NOTE:

SCRIPTING + PRODUCTION 1000 QAR EACH.

BOOK DIGITAL PROPERTY Alone for 2,500 QAR EACH.

STD SPOT DURATION: 30 SECONDS.

DETAILED DELIVERABLES WILL BE SHARED UPON CONFIRMATION.

SPONSORSHIPS AND PROPERTIES SUBJECT TO AVAILABILITY.

* The rates mentioned above are per channel.

CAMPAIGN PLANNING

Media Planning Help



Based on your objectives, target audience and budget our experts will help you book ads in the right radio stations at the right times and at the right cost.



Ad Frequency

You need to play your ads at least 5 times daily.



Tracking a Campaign

We share with you a log report to help you trace your ad.



Minimum Ad Length & Campaign Duration

Minimum ad length has to be 10-seconds and campaign duration should be at least 1 week.



Booking Deadline

Make sure to book your ads at least 2 days prior to the release date.



Final Proof of Execution

Broadcast Certification

AD CREATIVE DEVELOPMENT



Recording a Jingle

If your bill amounts to QR 40,000 & above get complimentary ad recording services with two edits, free of cost!



Play More Than 1 Creative

Simply let us know you need to rotate your creative ad playlist and we will do the rest.



Edits to Creative Ads

Once your creative ad is ready we share it with you for approval. You can have a maximum of 2 edits per creative ad.



Submitting Creative Ads

You can submit your radio jingle or voice-over ads in MP3 or WAV format to our website or mail them to our executives.



Cost of a Jingle/ Voice-Over Ad

Only QR 1500 for jingle or voice-over ad.



Advance Payment

Pay an advance of QR 2500/ for jingle creation and the rest when confirming the campaign.

Terms & Conditions:

1. On confirmation for broadcasting 50% payment must be paid in advance and the balance before airing or as agreed. Cash or Payee's Account cheques will be paid in favour of Radio Olive / Suno FM, State of Qatar.
2. The Advertiser must hand over the advertisement materials at least 48 hours from the date of broadcasting to Radio Olive / Radio Suno, State of Qatar. If the production of advertisement is done by Radio Olive / Radio Suno, 72 hours' time is required for the production before airing the commercial.
3. Radio Olive / Radio Suno reserve the right to change the timings and/or cancel the programs/advertisements without assigning any reason thereof.
4. Radio Olive / Radio Suno reserves the right to withhold, delete part/parts or cancel any advertisements, programs, advertisement materials, scripts, etc. for broadcasting if such items are found against the policy of our organizations and are detrimental to the reputation or interest or any concerned party.
5. The advertiser hereby agrees fully that scripts, matters content in the program, advertisement materials for broadcasting do not contain any insult that hurts the sensibilities of any particular reasons, institutions, religions, communities, castes, areas or countries or its people and submit a certificate to that effect with each tape. Notwithstanding such certificates, the advertiser or their agents shall be solely responsible for any litigations arising out of it.
6. Any dispute on any payments or other business related issues will be dealt as per Qatar law in the State of Qatar.
7. Radio Olive / Radio Suno will not carry any commercial related to Alcoholic Drinks/Cigarettes or those products which cause health hazards.

**“THANK
YOU”**

