AUTHOR PLUS

LAUNCH COMMERCIAL PACK / 2026

SPONSORS & ADVERTISERS.

A premium, focused way to be heard by the author industry.

Author Plus is a 24/7 live radio service for authors and publishing professionals. We make the audio. You bring the message, offer and link.

POWERED BY DIGITAL AUTHORS TOOLKIT

info@digitalauthorstoolkit.com

LIVE	AUDIENCE	PRODUCTION
24/7	AUTHORS	INCLUDED

01 / THE OFFER

THE AUTHOR INDUSTRY, ON AIR.

A live, continuous place for relevant businesses, events and initiatives to be heard by people who write, publish and work with books.

We are inviting a small number of launch advertisers and founding sponsors to be part of Author Plus from the beginning.

Each campaign has a clear duration, an agreed minimum rotation and one properly produced audio spot. No generic voiceover. No adverts simply dropped into a feed.

The best fit is an offer authors will actually value: a service, tool, course, event, community or publishing-industry opportunity.

WHAT YOU ARE BUYING

A CLEAR ON-AIR PRESENCE.

An agreed campaign period.
A minimum scheduled rotation.
Professionally made audio.
A relevant, uncluttered environment.

THE FOUNDING-STAGE POSITION

Campaigns are sold as scheduled on-air presence, not as promised impressions, clicks, leads or conversions. Listener data will be reported honestly as the station establishes a meaningful baseline.

FOUNDING LAUNCH RATE

THE FIRST 10 PAID CAMPAIGNS BOOKED BY 31 DECEMBER 2026 RECEIVE THE LAUNCH RATE.

Full package details available on request.

02 / CORE CAMPAIGNS

START WITH A CLEAR MESSAGE.

01 / AUTHOR INDUSTRY BURST

£295

14 DAYS · 20 OR 30 SECONDS

SHORT. SHARP. ON AIR.

For an event, launch, course opening, closing date or one clear offer.

Minimum 3 scheduled plays per day
42 scheduled plays minimum
One original produced audio spot
One reasonable amendment round
Planned schedule and playout confirmation

02 / ON-AIR CAMPAIGN

£495

28 DAYS · 20, 30 OR 40 SECONDS

A MONTH OF PROPER PRESENCE.

For a tool, service, course, community or ongoing author offer.

Minimum 3 scheduled plays per day
84 scheduled plays minimum
One original produced audio spot
One reasonable amendment round
Campaign-period Author Plus listing and link

THE SIMPLE RULE

For most campaigns, a 30-second spot is ideal: enough time to make the offer clear, short enough to make it memorable.

03 / THE BIGGER MOMENT

GO FURTHER ON AIR.

03 / EVENT SPOTLIGHT

£695

28 DAYS · 30 OR 40 SECONDS

GIVE THE DATE PROPER WEIGHT.

For conferences, awards, book fairs, workshop series and larger launch moments.

Minimum 4 scheduled plays per day
112 scheduled plays minimum
One original produced audio spot
One date or availability refresh, if needed
Featured campaign listing and link on Author Plus

04 / FOUNDING SPONSOR

£995

PER MONTH · 3-MONTH MINIMUM · 30, 40 OR 60 SECONDS

BE HEARD AT THE START.

For an established author-facing organisation that wants a long-term association with Author Plus.

Minimum 5 scheduled plays per day
140 scheduled plays per 28-day period
Original sponsor spot and one planned refresh
Featured Founding Sponsor listing and link
Specific category protection, agreed in writing

CATEGORY PROTECTION: A DIRECT COMPETITOR CATEGORY CAN BE HELD BACK DURING THE SPONSOR TERM, IF EXPLICITLY AGREED. IT IS NOT BLANKET MARKET EXCLUSIVITY.

04 / FROM BRIEF TO BROADCAST

YOU BRING THE MESSAGE. WE MAKE THE RADIO.

You do not need to make audio. Send the offer, the important wording and the link. We take care of the rest.

01

SEND THE ESSENTIALS.

Your key message, dates, strap lines, offer, call to action and link.

02

WE PRODUCE THE SPOT.

Scripting support, voice, music, editing and a finished version for approval.

03

YOUR MESSAGE GOES ON AIR.

Once approved, the spot is scheduled into the live broadcast on the agreed rotation.

CHOOSE THE RIGHT LENGTH

20 SEC
One message. One action.

30 SEC
The recommended standard.

40 SEC
A fuller event or offer.

60 SEC
For a sponsor with a real story.

WHAT IS INCLUDED

One original produced spot, one reasonable amendment round, broadcast-ready finishing and the agreed on-air campaign placement.

05 / BOOK WITH CONFIDENCE

CLEAR TERMS.

A GOOD FIT.

Author Plus keeps the listener experience focused. That makes the commercial offer stronger for the right advertiser.

WHAT WE PROTECT

RELEVANCE.
NO CLUTTER.
APPROVAL.

Campaigns must be useful to authors, publishing professionals or book communities. Breaks carry limited messages. Nothing goes to air until the audio is approved in writing.

WHAT YOU CAN EXPECT

UPFRONT.
HONEST.
PROFESSIONAL.

Campaigns are booked and paid before production and scheduling. We confirm planned rotation and post-campaign playouts. We do not promise traffic, sales, leads or conversions.

LET'S TALK ABOUT THE RIGHT CAMPAIGN

WHAT DO YOU WANT AUTHORS TO DISCOVER?

Send a short outline of the offer, date, key message and web link. We will suggest the clearest way to put it on Author Plus.

info@digitalauthorstoolkit.com

Availability and final campaign terms are subject to written agreement. Advertisers remain responsible for their offer, claims, links, trademarks and required promotional terms.