

DOCUMENTS / ENGLISH EDITION

Radio advertising

Rates and audio production · 28.08.2026

English translation of the supplied Russian document. This is not a certified translation. Dates, figures, numbering and terms follow the source; no legal or pricing update has been made.

Russian original: <https://lysn.ru/reclama.pdf>

Individual Entrepreneur Sergey Nikolayevich Lyamin

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Hereinafter: LSN advertising agency; Earth Plus FM radio station.

Media licence EL No. FS 77-84056 dated 28.10.2022.

Technical support: 09:00-18:00 Moscow time · +79585822017 (WhatsApp, Telegram).

Email: sales@eaplfm.com and eaplfm.com@eaplfm.com

Nizhny Novgorod · 28.08.2026

The source contains discrepancies between stated discount percentages and prices, and in its annual broadcast calculation. All amounts and calculations below are reproduced as supplied, not recalculated. Confirm commercial terms before use.

Introduction

Earth Plus FM has operated since 2018 worldwide wherever an Internet connection is available.

Where to listen / service	Website
English version	https://eaplfm.com/
Russian version	https://eaplfm.ru/
App Store	https://apps.apple.com/ru/app/earth-plus-fm/id6758014291
Google Play	https://play.google.com/store/apps/details?id=com.app.earadio
RuStore Android app	https://apps.rustore.ru/app/com.app.earadio
Customer account	https://lk.eaplfm.com/
Station statistics	https://report.eaplfm.com/static/

You can also listen in a car through connected devices. The station is listened to by people of all ages. Average reach stated in this offer: 350125 listeners.

We offer on-air advertising and a range of associated options. We also provide statistics for your advertising service: your audience, the number of ad broadcasts and whether there were click-throughs. We also record advertisements; recording is charged separately.

All payments and contracts, whether written or electronic, are handled by Individual Entrepreneur Sergey Nikolayevich Lyamin, hereinafter LSN advertising agency. All prices are in rubles.

Advertising breaks run every 20 minutes. Their length ranges from 20 seconds to a maximum of 120 seconds.

Advertising calculations

- $1 \text{ hour} = 60 \text{ minutes} / 20 = 3 \text{ times per hour.}$
- $3 \times 24 = 72 \text{ advertising breaks per day.}$
- $72 \times 30 (31) = 2160 (2232) \text{ ad broadcasts per month.}$
- $2160 (2332) \times 12 = 25920 (27984) \text{ ad broadcasts per year.}$

Our rates are listed below.

On-air advertising plans

Morning advertising

Advertising breaks: 05:00–10:00 Moscow time.

Average audience: 210627 people.

Advertising-break calculation: $3 \times 5 = 15$ per day; $15 \times 31 = 465$ per month.

Standard monthly price	Stated price after a 20% discount
6500 RUB / month	4500 RUB

The discount is 40% when paying for 3, 6 or 12 months.

Daytime advertising

Advertising breaks: 11:00–16:00 Moscow time.

Average audience: 236265 people.

Advertising-break calculation: $3 \times 5 = 15$ per day; $15 \times 31 = 465$ per month.

Standard monthly price	Stated price after a 20% discount
10500 RUB / month	8500 RUB

The discount is 40% when paying for 3, 6 or 12 months.

Evening advertising

Advertising breaks: 17:00–22:00 Moscow time.

Average audience: 310601 people.

Advertising-break calculation: $3 \times 5 = 15$ per day; $15 \times 31 = 465$ per month.

Standard monthly price	Stated price after a 20% discount
14500 RUB / month	1600 RUB

The discount is 40% when paying for 3, 6 or 12 months.

Individual advertising

Advertising breaks: 00:00–23:59 Moscow time.

The plan includes recording 1 advertising spot, up to 60 seconds (160 words). Further recordings are charged separately. Sponsor advertising is included in all programmes.

Average audience: 364035 people.

Advertising-break calculation: $3 \times 24 = 72$ per day; $72 \times 31 = 2232$ per month.

Standard monthly price	Stated price after a 20% discount
20500 RUB / month	17500 RUB

The discount is 40% when paying for 3, 6 or 12 months.

Audio advertising production

Informational spot

This type of spot is created with one purpose: to communicate information to the listener. To help it stand out from competitors, we focus first on informative content. Effectiveness matters to us, and ease of understanding is our priority. Another important focus is an attractive presentation: listeners do not merely hear our spots, but pay attention to them. A sung vocal element or video sequence can be added for an additional fee.

Brand-image spot

This type of spot attracts attention through a creative presentation. It has an artistic character and an unusual script designed to evoke associations or emotions in the listener. We have extensive experience creating such spots and can also develop your script. A sung vocal element or video sequence can be added for an additional fee.

Dramatised spot

This is a staged spot with a script and performers, usually featuring two or more voice actors. Most dramatised spots are built around dialogue. At the client's request, we can create the script. This service is not included in the price list because its price depends on complexity, the number of voices and other factors. Please contact us for this type of spot.

Audio recording price list

Voices	Up to 15 sec (40 words)	Up to 30 sec (80 words)	Up to 1 minute (160 words)	Spot script, if needed
Single voice	3500 RUB	5500 RUB	6500 RUB	+2500 RUB
Two voices	5500 RUB	6500 RUB	9500 RUB	+5500 RUB

Translation note: the source states, among other examples, a 20% discount from 14500 RUB with a resulting price of 1600 RUB. This figure and the other discount figures are retained exactly as published in the source. The yearly calculation also uses 2332 after stating 2232 for the monthly figure.