

Advertising space to support Covid efforts

To support the charities and companies doing sterling work during the Covid crisis, S4C plans to share news of their efforts on the channel.

S4C is offering free advertising airtime to charities that are based, or operate in Wales, and offer support to people during the crisis. The channel is also offering reduced rates to companies in Wales in order to promote their Covid efforts.

In order to encourage Welsh language advertising, the channel has decided to extend its subsidy for Welsh language advertisements to the scheme.

S4C Chief Executive, **Owen Evans** said, "As a public service broadcaster we want to show our support for those charities and companies that are supporting people during these very difficult times. So with our sales agent, Sky Media, we 've decided to make 10% of our daily advertising minutes available in order to highlight the important work these charities and companies do. "

Huw Potter of Sky Media said "With so much time now being spent at home, TV viewing is increasing and is playing a key role with keeping everyone informed and entertained. We're proud to support this initiative that can promote charities and companies who are helping with the Covid effort.

For further details on how to take advantage of this offer charities/companies should contact Huw Potter or Dylan Jones of Sky Media, S4C's advertising sales agent. They will also be able to assist in the arrangements for producing advertisements or with access to the S4C Welsh language advertising production fund.

NOTES

1. To take advantage of the Welsh SkyMedia officers Huw Potter Huw.Potter@sky.uk or Dylan Jones Dylan.Jones@sky.uk or via the S4C website s4c.cymru/en/advertising-on-s4c/
2. Please note that the minutes available under this scheme are limited and S4C cannot guarantee airtime for everyone who applies.
3. Charities and companies will need to create their own advertisements, but the usual subsidy from S4C is available for Welsh language advertisements.
4. There is also a ceiling on the contribution offered for the costs of producing Welsh language advertisements.
5. S4C will schedule the advertisements and cannot guarantee any specific slots.
6. Sky Media will supply the detailed requirements for advertisements, including the BCAP/Clearcast code requirements, technical requirements and legal requirements such as copyright clearance.