

# HOW TO BUILD A RADIO PACKAGE

Natural sound gradually fades

**3 seconds  
max**

Your voice — for around  
15 - 25 seconds

**CLIP —  
20-25 SECONDS**

Your voice — for around  
15 - 25 seconds

**CLIP —  
20-25 SECONDS**

Your voice — for around  
15 - 25 seconds

It can be nice to use  
different natural sound after a  
soundbite

Or at the end of your  
Package