

The Local Sound of Newbury and Thatcham



KENNET RADIO
106.7

**ADVERTISING
RATE CARD 2018**

Contact us for latest promotions

Kennet Radio will be on the air on FM in Newbury and Thatcham
24 hours a day, 7 days a week and is already live online at kennetradio.com

Kennet Community Radio

Broadway House, 4-8 The Broadway, Newbury, RG14 1BA

01635 762 111 | sales@kennetradio.com | www.kennetradio.com

Reg'd No: 8252772 | VAT Reg No: GB 172 3864 94

What is Kennet Radio?

Kennet Community Radio is the Local Sound of Newbury and Thatcham.

Supported by the Greenham Trust, we are a volunteer led community radio station run by local people for local people. As a not-for-profit organisation we rely on the generosity of our supporters to sustain our service to the community. Our Ofcom licence also permits us a limited amount of income from on-air advertising, enabling us to support local businesses with cost-effective advertising.



From our Newbury studios we broadcast to Newbury and Thatcham 24 hours a day, 7 days a week.

How does radio advertising work?



It's all about repetition, building response rates over time. So the key to success in radio advertising is to advertise as often as possible. Industry research shows that listeners are far more likely to consider and act on a message heard on their local station compared to a regional or national one - this means we can help drive more visits (both store and online) and ultimately more sales for you. We can even schedule your ads when you will benefit most - for example at the weekend or during our popular breakfast show. Our advertising packages maximise your exposure and build strong local awareness.

Why advertise on Kennet Radio?

Our FM transmitter is located to cover Newbury, Thatcham and the immediate surrounding areas, so it's the best way to get your message to 67,000 local potential customers without wasting money advertising outside the area you serve. With prices from just £199 per month, spot rates from only 99p and every package including bonus spots, Kennet Radio offers excellent value while supporting a worthwhile community project. Why not test the response with a special offer in your advert and see how radio advertising brings customers to your business!



We are delighted to be working with Local Buzz community magazine, supporting our community brands across audio, digital and print media. We can offer additional discounts when advertising with both Kennet Radio and Local Buzz magazine – contact us for details.

ADVERTISING PACKAGES

BRONZE

£199 per month*

Campaign	12 Months	6 Months	3 Months
Spots/Month	90	75	60
Total Spots	1080	450	180

Our lowest priced package - simple and great value
Minimum spots shown - We will add free bonus spots to all packages

SILVER

£299 per month*

Campaign	12 Months	6 Months	3 Months
Spots/Month	150	120	90
Total Spots	1800	720	270

Includes in house ad production, refreshed every 3 months, rotating footer website ad and inclusion in our online business directory. Minimum spots shown - We will add free bonus spots to all packages

GOLD

£399 per month*

Campaign	12 Months	6 Months	3 Months
Spots/Month	240	190	150
Total Spots	2880	1140	450

Includes professional ad production, refreshed every 3 months, premium rotating header website banner on our home page, one competition on air per month (eg covering 1 week) and inclusion in our online business directory. Minimum spots shown – we will add free bonus spots to all packages

PRODUCTION

From £49* or Included in package

Write / Produce 30 seconds radio commercial - dry (no music or effects ^o)	£49
Write / Produce 30 seconds radio commercial - with fx & royalty-free music bed ^o	£99
Professionally produced 30 seconds radio commercial (External studio)	£199

(^oVoicing provided by one of our presenters / voice artists or provided by you)

For different design/production requirements please contact Kennet Radio Sales.

If you already have finished material or production elements you would like us to use, we can accept all standard audio formats. We prefer lossless formats (WAV, FLAC, CD-Audio) for best quality, but will work with many other formats (MP3, AAC, OGG, WMA). If you have audio in a format that is not listed, please contact us to discuss format conversion options. We reserve the right to decline audio that does not meet our quality standards or licencing requirements.

Contact our friendly sales team today | 01635 780 880 | sales@kennetradio.com

PREMIUM SLOTS

Breakfast

(weekdays 7am-10am)

Add 33%

Drivetime

(weekdays 4pm-7pm)

Add 25%

Other premium slots are available - please contact Kennet Radio Sales

SPONSORSHIP

Sponsorship takes your message out of normal commercial breaks. It's the ideal way to build awareness with greater listener recall. It's also exclusive to just one advertiser for the duration of the campaign.

SPOT SPONSORSHIP

from £299 per month

(Community Info, Weather, Traffic & Travel, Time Checks etc.)

Live read or pre-recorded sponsorship message as part of intro/outro audio.

PROGRAMME SPONSORSHIP (Per Year Exclusive)

(includes sponsorship of programme promos) Programme sponsorship opportunities are many and varied. Please contact Kennet Radio Sales to discuss your requirements.

LIVE READS / EXTRAS

Have your message read out by the presenter, rather than being played during an ad break. (Packages for the live reads are as for pre-recorded adverts - Max 150 words)

SPOT ADVERTISING (Individual spots at specific times - Per 30 second slot) £4.99

RECRUITMENT (Inclusion in Jobs Spot and online feature) £ POA

COMPETITIONS (eg. run over a day, week, min 10 mentions or tailored) from £49.00

WEBSITE ADVERTISEMENT

Website advertisement design - from £29 (free with 12 month contract)

Website advertising - Monthly fee (minimum contract 3 months)

Rotating Premium Position in header £35.00

Rotating Footer £25.00

Square rotating front page ad with printable coupon option £10.00

Inclusion in our Business Directory £10.00

Rates are based on 30 sec spots for a minimum 3 month commitment. Shorter / longer spots available.

*Prices are subject to Value Added Tax at the prevailing rate. All prices valid to 31/03/18. Contact us for current prices.