



The Local Sound of Newbury and Thatcham

Advertising Rates 2020

*Your **affordable** window
to radio advertising*

Kennet Radio is on 106.7 FM across 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?



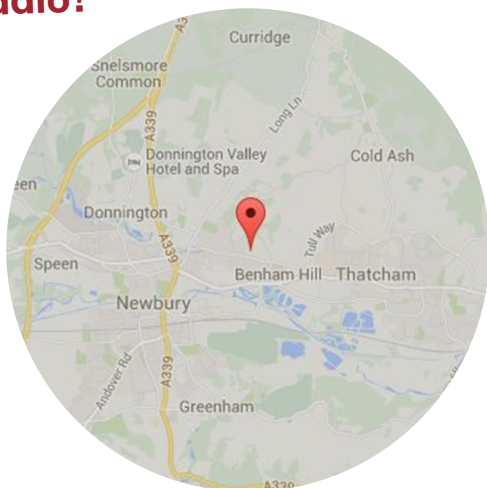
It's all about repetition, building response rates over time. So the key to success in radio advertising is to advertise as often

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 £50* per week, 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!



Contact our friendly sales team today

So, how does it work?

How about our £49*/week package?

That's your very own radio ad played twice per day, run of schedule,
14 times per week - 56 times over a 4 week period.

Great exposure covering all times of the day

You want more? OK...

How about a Premium Ad Package

Your ads guaranteed in Breakfast and Drive

£59*/week

Prime time radio advertising reaches out to an even wider audience.

OK now let's produce your advert.

Once you've worked out the message YOU want to say,
we will help you produce the right advert.

Voiced and Produced by Kennet Radio **only £99***

Professional Voiceover / External Production **just £199***

Sponsored show jingles easy, **simply £99***

One off fees only, you pay for the ad to be made, we play it.



01635 780 880 | sales@kennetradio.com

Sponsorship? - Now you're talking!

Just £75* per show

Imagine the kudos of sponsoring one of our shows?

Hearing your name THREE times EVERY hour?

Sponsored shows also include jingles, ad hoc mentions, competition and personal message opportunities.

Website? - Let's get you online!

Website advertisement

Design from £29* (free with 12 month contract)

Rotating Premium Position in header - £35*/month

Rotating Footer - £25*/month

Square rotating front page ad - £10*/month

Inclusion in our Business Directory - £10*/month



Kennet Radio Business Development Manager - Graham Pocock.

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 31/12/2020. Contact us for current prices.
map credit: maps.google.com