



# Thornbury **FM 87.7**

*Radio for the Whole Community*

## Re: Advertising on Thornbury FM during November 2009.

You may not have thought of radio advertising before, or you may have considered it to be too expensive. In fact, it probably costs less than you think!

Surveys show that most people in our community listen to Thornbury FM at some point during the broadcast and that a lot of people do listen regularly. We have been broadcasting since November 2005 and have recently extended our usual 4 weeks, twice a year on an FM frequency to include online broadcasting, all day, every day.

As we have recently boosted our signal, Thornbury FM can now be heard across most of South Gloucestershire including Yate, Chipping Sodbury, Bradley Stoke, Patchway and Cribbs Causeway. This is in addition to Chepstow, Lydney, Berkeley and Wotton under Edge plus most of the villages in between. This gives you and us a potential audience of 135,000!

### So, why advertise on radio?

- Radio advertising reaches people at relevant times – shopping, driving to or from work, on the school run, first thing in the morning to last thing at night.
- Radio has the lowest advertising avoidance – people rarely change stations during the adverts.
- Radio is ubiquitous – people listen at home, in their car, at work, online or via MP3 players or mobile phones.
- When times are tough, advertising is key to retaining and recruiting customers.

### Why advertise on Thornbury FM?

- We are affordable!
- We are local – **our** listeners are **your** customers
- We target the entire community, including 'hard to reach' groups
- We are flexible and can construct a package to suit your needs

### How much does it cost to advertise on Thornbury FM?

- **TFM Silver Package** – your advert is played throughout the 4 week broadcast (28 plays) at varying times of the day between 7am and 12 midnight to a potential audience of 135,000 for **£45.00**. Additional plays are priced at a discount.

Cont.



# Thornbury **FM 87.7**

*Radio for the Whole Community*

Cont.

- **TFM Gold Package** – 50% of your adverts are played at the peak times of the day between 7am-9am and 4pm-7pm to a potential audience of 135,000 for **£60.00**. Additional plays are priced at a discount.

As an additional extra for our Silver and Gold clients, your advert can be played between midnight and 7am or during the online broadcasts for the following 5 months for an additional 10%

- **TFM Platinum** – all your adverts are played at the peak listening hours between 7am-9am and 4pm-7pm to a potential audience of 135,000 people. They are also played several times during the night between midnight and 7am and several times during the day during our online broadcasts for 5 months. What's more, you can also have a graphic-link image to your website on the Thornbury FM website for 6 months, all for **£70.00**. Additional plays are priced at a discount. If you want your advert to reach a target audience, we can also discuss a regular time slot for it to be played, at a small additional cost.

## How do I prepare my advert?

- **Scripting** - You can provide your own script, or just give us a few pointers. Our Advertising Team will ensure that the final script is punchy before sending it to you for your approval.
- **Production** – Your script will be read, clearly and informatively, by one of our voice-over artists, for a small charge of £15.00. Alternatively, you may wish to add sound effects or music of your choice for an additional £15.00 charge.

If you would like to know more about how to advertise on Thornbury FM, please reply to this email. Alternatively you can contact a member of our advertising team on 01454 419336.

To find out more about Thornbury FM, please visit our website [www.thornburyfm.org](http://www.thornburyfm.org) Here you can listen to us now, see our schedule for the last and the next live broadcasts, meet our presenters, hear podcasts of previous programmes and even get involved yourself!

We look forward to hearing from you.

The Advertising Team

***www.ThornburyFM.org***