

# Advertising with TCR fm



**TCR fm** is committed to supporting and promoting local businesses and events in Tamworth and surrounding areas. **TCR fm** can be heard as far as Atherstone, Burton-upon-trent, Walsall, Birmingham, Lichfield, and Swadlincote.

Advertising with **TCR fm** is an opportunity to promote **your business**, your **event** or **special offer** on real local radio.

Sounds good?...

There are many ways you can do this, from sponsoring a show to purchasing a promotional spot or even donating a competition prize to add something special to your business...

We can offer something that suits and supports all businesses.

## Community Radio in Tamworth

# Why advertise with TCR fm?

## Targeted advertising



Local radio means that you can deliver your message to the key areas. TCR fm broadcasts from Tamworth across south Staffordshire including Atherstone, Walsall, Lichfield and surrounding areas. We can be heard online too. Our audience is your audience, ready-made.

## Radio is “there”

Even when doing other activities the radio is always there. Online listening extends the reach as does mobile device listening. Research shows that advertising which is relevant to a listener’s other activity is over 60% more likely to be recalled. \*



- Radio ads are on frequently
- Listeners spend on average 14 hours per week listening \*

TCR fm is live on 106.8 fm with online listening and featured on many mobile device players and Internet radios. **That’s 3 in 1.**

Research shows that radio, together with cinema, has the lowest level of advertising avoidance – listeners rarely switch stations. That means they are available to listen to your message.

## Radio drives response, especially online



Recent IAB/RAB joint research revealed that at any given time a fifth of Internet surfers are listening to radio. That means listeners are just a click away from interacting with your business.\*

TCR fm’s own website, [www.tcrfm.co.uk](http://www.tcrfm.co.uk) receives approximately **6,000 hits per month**, and online listenership is around 150-200 TLH (total listener hours).

## Value



Your ad receives undivided attention when it is played. Unlike print advertising you are not “sharing a page” with another advert. With **rates from £10** you can’t afford not to expand your advertising budget to local radio.

## Support your local community project

Your company is supporting a local community group. TCR fm is run not-for-profit so every penny goes towards expanding and improving the station’s output, community involvement, and our open access training course. We have a poster you can display to show your support towards TCR fm.

\* Statistics from RAB 2011

# Advertising Rates

## Your radio advert

Your radio advert, on 106.8 TCR fm every day!

**30 second** advertising “spots” are played up to every 30 minutes (at quarter past and quarter to each hour). No more than 3 advertising promotional spots are played during advert “block”.



### Gold Package

- £20 / week
- £60 / month (i.e. 1 week free)

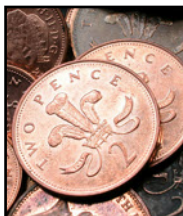
This package includes **8-10 spots played per day**.  
That's a max of 70 plays a week.



### Silver Package

- £15 / week
- £45 / month (i.e. 1 week free)

This package includes **6-8 spots per day** for 7 days.  
That's a max of 56 plays a week.



### Bronze Package

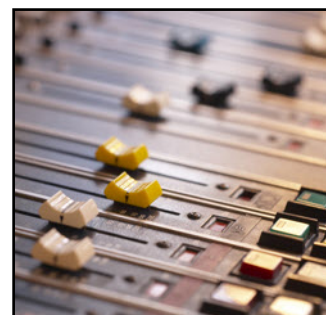
- £10 / week
- £30 / month (i.e. 1 week free)

This package includes **4-6 spots per day** for 7 days.  
That's a max of 42 plays a week.

## Production costs

Each advert package requires a **one-off charge of £20** for production of a **30 second advert** that features **one voiceover**. Your fully produced advert can be used for as many advertising runs over any length of time as you wish. It can be broadcast only on 106.8 TCR fm.

We can provide further production with extra voices at additional cost. We can also offer a 45 second advert as an option. Please contact us to discuss your requirements.



# Sponsorship

## Sponsor a radio show

This includes your branding across one radio show and it's own promotion:

- Show jingle with your company name and tag line – **4 plays** equally spaced in a 2 hour show
- Your company name included in the show trailer which is aired across the station, **on average 4 times a day**
- Your company name, logo and tagline on the show promotion box which is in rotation on the front page of [tcrfm.co.uk](http://tcrfm.co.uk). Your name can be linked to your own website.



## Show sponsorship costs

Sponsorship of a show costs **£25 a week** and is subject to a 3 month minimum term.

A **one-off charge of £20** applies for production of the sponsorship jingle and show trailer.

## Weather Sponsorship

You can sponsor TCR fm's weather bulletin which is broadcast hourly throughout most live programming which is currently around **50 live hours** a week. (Weather is not broadcast during automated playout)

Your sponsorship tag is played at the beginning of **every** weather jingle and is up to **10 seconds** in duration. E.g. *"TCR fm Weather sponsored by XYZ Company, providing the best service in Tamworth, visit [www.mywebsite.co.uk](http://www.mywebsite.co.uk)"*

## Weather sponsorship costs

Weather sponsorship costs only **£45 a week** and is subject to a 3 month minimum term. Please contact us if you would like to discuss weather sponsorship over a longer period.

There is no separate production charge for producing the weather jingle.

# Contact TCR fm

## Just ask!

If you have any questions or queries we have the answers!

Please don't hesitate to contact us should you wish to find out more information or want to purchase any of our advertising packages.



### E-mail

[sales@tcrfm.co.uk](mailto:sales@tcrfm.co.uk)



### Phone

Call us on: **01827 818 028**

## Postal Address:

TCR fm  
Tamworth Youth Centre  
Spinning School Lane,  
Tamworth,  
Staffordshire  
B79 7BD

TCR fm is operated by Tamworth Radio Broadcasting C.I.C.  
We are a not-for-profit community interest company.  
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