



2022 Advertising Packages

**Reach your customers
And reach your potential!**

Paul Wragdale at Breakfast and Richie Pearson at Drive



Advertising with Chesterfield Radio

- Did you know that **89% of the UK** listen to the radio **EVERY SINGLE WEEK?**
- Did you also know that **brands using radio advertising** get their money back almost **8X ON AVERAGE?**



**Chesterfield
Radio**

Your Town, Your Station

Advertising on radio

Why radio advertising is a great choice for your business



RADIO ADVERTISING IS EFFICIENT

For every £1 spent on radio advertising you get twice as much audience as any other advertising medium.



RADIO ADVERTISING IS TRUSTED

87% of people say that they trust radio making it the uk's most trusted medium



RADIO ADVERTISING IS ALWAYS ON

Radio has the lowest level of ad avoidance of all media; 16% avoid radio ads v 68% avoid newspaper ads



RADIO ADVERTISING IS RELEVANT

Adverts on the radio talk to the right people at the right time & place with targeted messages



RADIO ADVERTISING IS TARGETED

Radio is the number 1 platform for targeting and number 1 platform for cost per thousand audience



RADIO ADVERTISING DRIVES RESPONSE

Radio has always been a strong "call-to-action" medium, and this is even more true in a world where consumers access brands via the internet.



**TURN UP YOUR BRAND AWARENESS!
AS THEY TURN UP THE VOLUME.**

AS PEOPLE GO ABOUT THEIR DAILY LIVES, THEY RELY ON RADIO BULLETINS FOR NEWS AND LOCAL INFORMATION.

People check in for trusted travel & traffic updates, weather forecasts, sports & local news. Tuning in & turning up the volume to stay informed & adapt their plans.

For example, 79% will turn up the volume on their radio during traffic and travel bulletins *

CONVEY YOUR BRAND MESSAGES ALONGSIDE & IN ASSOCIATION WITH THE UPDATES PEOPLE ARE PAYING ATTENTION TO.

Sponsored messages on radio are highly beneficial for brands who are looking to turn up their brand awareness, build trust and gain new customers.

UP YOUR BRAND RECOGNITION NOW.

* GTN & Radiocentre Travel and Traffic Research by Clark and Chapman – Traffic and travel in a connected world



FROM **DUSK** TILL **DAWN**

People are tuning in.

Whether it's ..

...that couple sitting together after work, making family decisions...

...that taxi driver in the middle of the night taking a passenger to their destination...

...or that hotel receptionist on a night shift waiting to check in a new guest...

They're listening to their favourite radio station!

In fact, almost 25% of the people that listen to our radio stations tune in after 7pm.



Evenings & early mornings are a perfect time

...to remind our local audiences of your mouth-watering menu or drive thru take away.

...to reach our outgoing listeners who are looking for the next place to go during a night out.

...to broadcast your recruitment messages to night-time workers that are looking to change their jobs.

And much more!

Evening sponsorship is cost-effective, and your business can gain from the close relationship between listener and presenter.

Whether you want to reach the night owl customer or the very early bird, we can help you convey your messages in fun and engaging ways with an on-air or online campaign.



Our Pricing...

...Is set to help any size business get their message on the radio and into the ears of their potential customers. We have 3 advertising packages and several other marketing campaigns to help you're business.

Advertising:

Weekend Package: Advertise with us from 6pm Friday to 6am Monday morning	£15 per Week
Evening and Weekend Advertising (6pm – 6am Monday to Thursday. 6pm Friday to 6am Monday morning)	£25 per Week
Full Weekly Advertising	£35 per Week

Minimum 13 week contract and one-off £50 cost for advert creation & production



Sponsorship Packages:

Fancy something a little different? Why not sponsor one of our shows?

Breakfast or Drive Time shows	£150 per Month
Other Weekday Shows	£100 per Month
Weekend Breakfast (Saturday & Sunday)	£100 per Month
Weekend & Evening Shows	£ 75 per Month

Minimum 13 week contract and one-off £50 cost for advert creation & production



Feature Sponsorship:

Fancy something a little different but not as bold as show sponsorship? Why not sponsor one of our features

Weather Sponsorship

£50 per Month

Traffic & Travel Sponsorship

£75 per Month

Community Guide

£75 per Month

Minimum 13 week contract and one-off £50 cost for advert creation & production