

Advertising & Sponsorship Rate Card 2024



West Hull FM is the independent community radio station broadcasting to over 200,000 households in Hull and the surrounding parts of East Yorkshire & North Lincolnshire on 106.9FM. We will also be launching on DAB digital radio across the region from April 2024.

1. Advertising Packages

Silver Package

100 spots per month, plus free of charge share of plays in unsold airtime (as available)

| Commitment | Total | Saving |
|-------------------|--------------|---------------|
| 1 month | £200.00 | - |
| 3 months | £450.00 | 25% |
| 6 months | £660.00 | 27% |
| 12 months | £1,250.00 | 31% |

Gold Package

200 spots per month, plus free of charge share of plays in unsold airtime (as available) Includes free standard production of your commercial

| Commitment | Total | Saving |
|-------------------|--------------|---------------|
| 1 month | £250.00 | - |
| 3 months | £560.00 | 25% |
| 6 months | £830.00 | 27% |
| 12 months | £1,550.00 | 31% |

Platinum Package

400 spots per month, plus free of charge share of plays in unsold airtime (as available)

Includes free standard production of your commercial

| Commitment | Total | Saving |
|-------------------|--------------|---------------|
| 1 month | £300.00 | - |
| 3 months | £675.00 | 25% |
| 6 months | £1,560.00 | 27% |
| 12 months | £1,995.00 | 34% |

2. Commercial Production

We can accept your own advertisement providing it meets our quality and content standards.

Alternatively, we can work with you to script and produce your advertisement for you.

| | |
|--|-----|
| Write/ produce advert (using a station voice) standard 30 second slot* | £45 |
| Add professional voiceover artist (per voice and script) | £30 |

**Included free within Gold and Platinum Packages*

3. Sponsorship Packages

Sponsorship is an ideal way to align your brand with one of our programs or spots and builds greater brand recall and awareness.

Spot Sponsorship – i.e. the time up to the hourly news, the weather, or travel news. Your message will be incorporated into the spot jingle. £200 /month

Programme Sponsorship – Be the exclusive sponsor of one of many shows. You will be mentioned 3 times an hour during that show either with a pre-recorded message or live read. Also includes the sponsor message on programme trails and promos aired regularly.
Please call to discuss the options and shows available. from £200/month

Why advertise on Radio?

Radio advertising can be a great way to reach your target audience. Here are some reasons why you should consider advertising on West Hull FM:

1. **Radio Reaches People:** whether in the car, at home, or at work radio reaches local people like no other medium. Radio is a friend that reaches 89% of adults a week.
2. **Ad-Avoidance:** Research shows that radio has the lowest advert avoidance. People rarely switch stations during ad breaks, and listen to any message that is relevant, creative, or interesting. It's a great opportunity for advertisers who want to reach out to new customers or to tell existing customers something they didn't know.
3. **Cost-effective:** Radio advertising is a low-cost, low-risk, and high-impact way to reach the market. On average, brands using radio get their money back nearly eight times over.
4. **Local advantage:** We broadcast to the local area, giving you maximum reach to your target customers.
5. **No business too small:** We have delivered successful campaigns for large brands as well as small businesses such as local shops and sole traders.
6. **Immediacy:** Research proves that radio regularly reaches consumers within two hours of their largest purchase of the day.

Contact our friendly sales team to discuss how we can enhance your business today on 07765 374589, or email sales@westhullfm.co.uk