

## Advertising & Sponsorship Rate Card 2024



Humber Wave Radio is the independent community radio station broadcasting to over 200,000 households in Hull, Beverley and the surrounding parts of East Yorkshire & North Lincolnshire online, on 106.9 FM and on DAB Digital Radio.

As a not-for-profit organisation focussed on enriching our communities, we offer extremely attractive advertising rates. Rate card pricing is based on a standard 30 second spot, please call to discuss your requirements for a bespoke package.

Spots air between 7am-7pm, maximising exposure to our biggest audiences.

### Spot Packages

<b>Silver Package - 120 plays per month (4 per day)</b>		
<b>Duration</b>	<b>Total cost</b>	<b>Multi-month Saving</b>
1 month	£200.00	-
3 months	£450.00	25%
6 months	£660.00	27%
12 months	£1,250.00	31%

<b>Gold Package - 210 plays per month (7 per day)</b>		
<b>Duration</b>	<b>Total cost</b>	<b>Multi-month Saving</b>
1 month	£250.00	-
3 months	£560.00	25%
6 months	£830.00	27%
12 months	£1,550.00	31%

### Commercial Production

<b>Let us professionally script and produce your advertisement for you:</b>	
Write/ produce advert (using a station voice) standard 30 second slot	£45
Add professional voiceover artist (per voice and script)	£30

### Sponsorship Packages

<b>Sponsorship is an ideal way to align your brand with one of our programs or spots and builds greater brand recall and awareness.</b>	
<b>Feature Sponsorship</b> – 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
<b>Programme Sponsorship</b> – 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 with us:

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 us to discuss how we can enhance your business today on 07765 374589, or email [sales@humberwave.com](mailto:sales@humberwave.com)

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West Hull Community Radio Ltd  
Bowls Pavilion, Springhead Park Golf Club, Willerby Road, Hull HU5 5JE  
[www.humberwave.com](http://www.humberwave.com) | 01482 534327