

b98radio

98.1fm
www.broradio.fm



Media Pack



About Us

Bro Radio is a Community Interest Company, which first went to air on 31st March 2009 with the help of a team of experienced local broadcasters and a small, but dedicated team of volunteers who wanted to create an alternative to commercial, national and BBC Radio. Since its launch, Bro Radio has developed a diverse range of local produced programming that is created by a team of 35 volunteers, all of whom aim to inform, educate and entertain the community which we serve.

Due to the nature of the business, Bro Radio is able to keep its advertising rates low. This enables local businesses access to the most cost efficient way of effective, intrusive marketing in the Vale of Glamorgan.

Best of all, all of our profits are used to support volunteering, training and events right here in the Vale of Glamorgan.

Radio Advertising

We reach more of your potential customers than any other media platform in the Vale of Glamorgan.

- Social media
- Websites
- Events and promotions
- Competitions

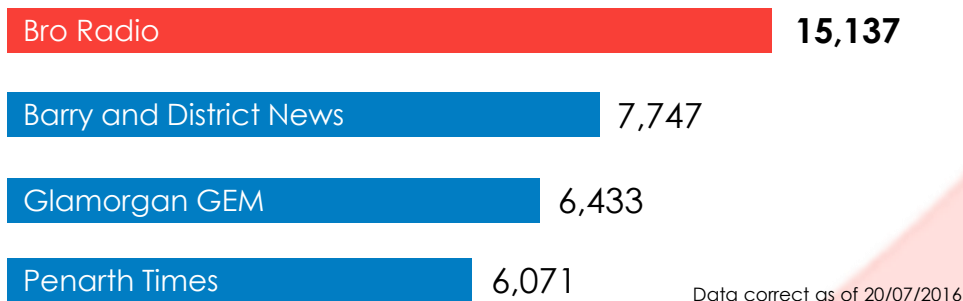
Facts and Figures

We are the Vale's only dedicated local radio station

Broadcasting to a potential 96,000 people every day...
With a weekly reach of 24,000* local residents

That's 25% of our total coverage area...
And 20% of the entire Vale of Glamorgan

We engage with more local social media users than any other media organisation in the area



We engage with more of your potential customers online

- Unique monthly website users: **16,484**
- Monthly online listeners: **3,500**

Advertising

Radio is consistently the most cost effective marketing medium, with an average return of **£7.70** for each £1.00 investment, compared to a £5.80 return with print media and a £4.90 return with online media.

Using radio to advertise your business substantially grows your brand awareness by upto **83%**, compared to 20% with print media and 8% with online media.

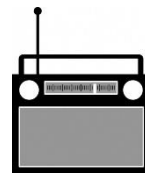
Do you advertise in the newspaper?

If so you need to know about this. Moving a small amount of your budget from newspaper to radio makes your advertising **70%** more effective!

Compare your options



1 x advert
4 x days
3,929 + people



720 x adverts
90 x days
24,000 + people

£0.23 per thousand people, per day

£31.81 per thousand people, per day

Advertising

Radio is the best word of mouth... because, when we open our mouths thousands of your next customers hear engaging, positive messages about your business.

Today, thousands of our listeners will be bombarded with advertising messages from your competitors.

We work with you, not just for you. Spending our time learning about your business to create a bespoke package, including online marketing and social media interaction.

Just like your business, we are keen to grow and invest in the future of Bro Radio and our volunteers. Advertising your business with us will turn our listeners into your new customers.

We aim to make this process as simple as possible, and at the same time make sure that you receive a return on your advertising investment.

We offer...

- A low cost form of marketing for short or long term
- A way to reach a high number of local people
- Incentives if you are new to radio advertising

How does it work?

Your account manager will spend time with you, to get an overview of your business allowing them to guide you through every step of the process and make sure that it is simple and fun!

The creative process:



Your account manager will work with you to create a detailed brief that outlines your advertising aims and objectives.



A script will be prepared and sent to you for approval. We will make any acceptable script amendments that you require free of charge.



Once your script is approved, our production team will create your advert. Script changes at this stage are chargeable.



You will be asked to approve your advert prior to transmission.



Your advert is ready to air on Bro Radio.

Typically, the full process takes around 5 working days.

Testimonials



“When we first started advertising we had new customers coming in telling us they'd heard us on Bro Radio and still happens to this day. We even had people approaching us out and about saying your that company from the radio, which shows it's still working. It's the only advertising we use!”

James Osbourne – Coastal Coffee, Barry Island

“Although its still early days, we have experienced positive response which we believe is the result of exposure on Bro Radio. The majority of our sales this week had confirmed that they had actually heard the advert. I am really pleased”

Teresa James – Legacy Leisure



“We've been with Bro Radio for about 6 years and we initially chose to advertise to give back to the community and support a local initiative. If you're thinking about advertising with Bro, then I would say just do it. It's the easiest way of advertising and a good way of interacting with local customers in Barry and the surrounding areas”

James Clarke – McDonalds, Barry

“Here at Ty Hafan reaching out to our wonderful supporters is key. Bro Radio have worked alongside us for many years to do just that...and we really feel Bro are as part of Team Ty Hafan as we are! Our annual fun day in August is a great example of partnership working, with Bro playing a pivotal role in hosting the day”

Sara Leigh Webber – Ty Hafan





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