ADVERTISING PACKAGES

Wycombe SOUND 106.6 FM

Why radio?

Right place, right time

Radio ads can be run at just the time when people are most ready to take in the message.

Examples:

- A leisure centre's membership deal on a Friday night
- A car dealership's latest offer at drivetime
- A shop promoting a weekend special on a Saturday morning

Radio can be fast and flexible

Business conditions can change fast, and radio is well set up for that. Production is quick and relatively low-cost, and this allows local advertisers to put out just the right message at the right time.
This flexibility works particularly well for special deals, flash sales, reaction to news/weather.

The listeners keep listening during the ads

It's easy to skip the ads on TV and in newspapers, but people just don't avoid radio ads in the same way, and will hear the ads regardless of whether they think they are in the market or not.

Radio is friendly!

The conversational sound of radio means listeners often describe their favourite radio station as a friend, and advertisers can use this to change the way local people think of them.
This works very well for sponsorships and promotions, "thanks to our friends at XYZ".

Just one click

20% of internet users are also listening to the radio (Clark Chapman Research 2006). These listeners hear a web address just when they're sitting at their computer and can go to the website immediately.

Long-term awareness

Small businesses can be identified with their product through radio advertising.
Because messages are repeated more often and heard more often, the listener thinks of the advertiser first when they're ready to buy.

To talk ideas, prices and plans, contact Adam Fisher on 01494 449900 or adam.fisher@wycombesound.org.uk

Rates and formats

30" Commercial
4 spots per day: £1800 per calendar month
6 spots per day: £2700 per calendar month (our most popular package)
8 spots per day: £3600 per calendar month

Individual spots can be booked for £15 per 30"

Commercial Production
£250 with one voice + £30 for each additional voice

Programme and Feature Sponsorship
POA
We have many opportunities available to sponsor programmes such as Breakfast, Mid Mornings, The Afternoon Show and Drivetime or specific features such as Weather, Traffic & Travel, Single of the week etc.

Competitions
£250 + prize.
Competitions run for a week, with mentions in every live programme (at least 4 times per day)

Outside Broadcasts
Special occasion? Shop opening? We can bring the radio to you! Ask us for a quotation.

Bespoke packages to order – call us and discuss your idea

Packages payable in advance by invoice. Information correct @ 1st January 2020 E & O.E.

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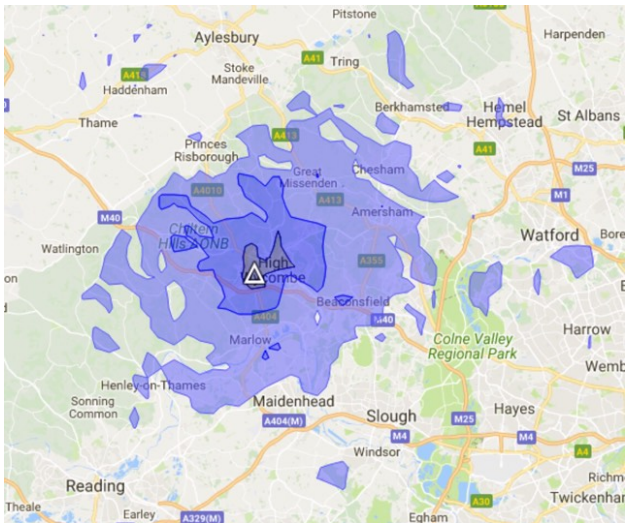
How many listeners, and where?

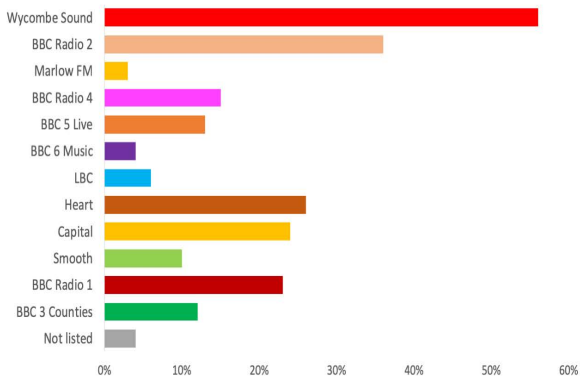
OFCOM predicted coverage map



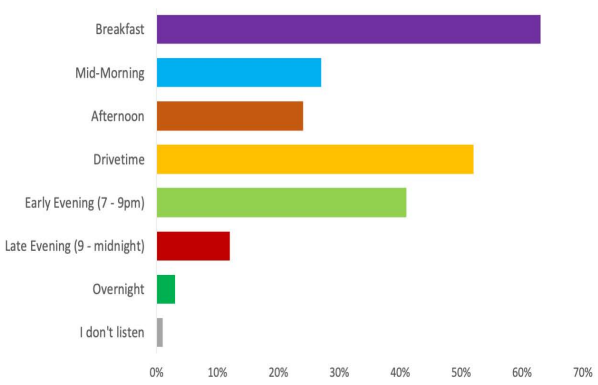
* Transmitter power is about to be doubled, with predicted improvements in area and coverage

Market research commissioned by Wycombe Sound in 2018 indicated a weekly reach of 78% of our target audience within the coverage area.

What stations do you listen to at least once per week?



When do you listen to Wycombe Sound?



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