



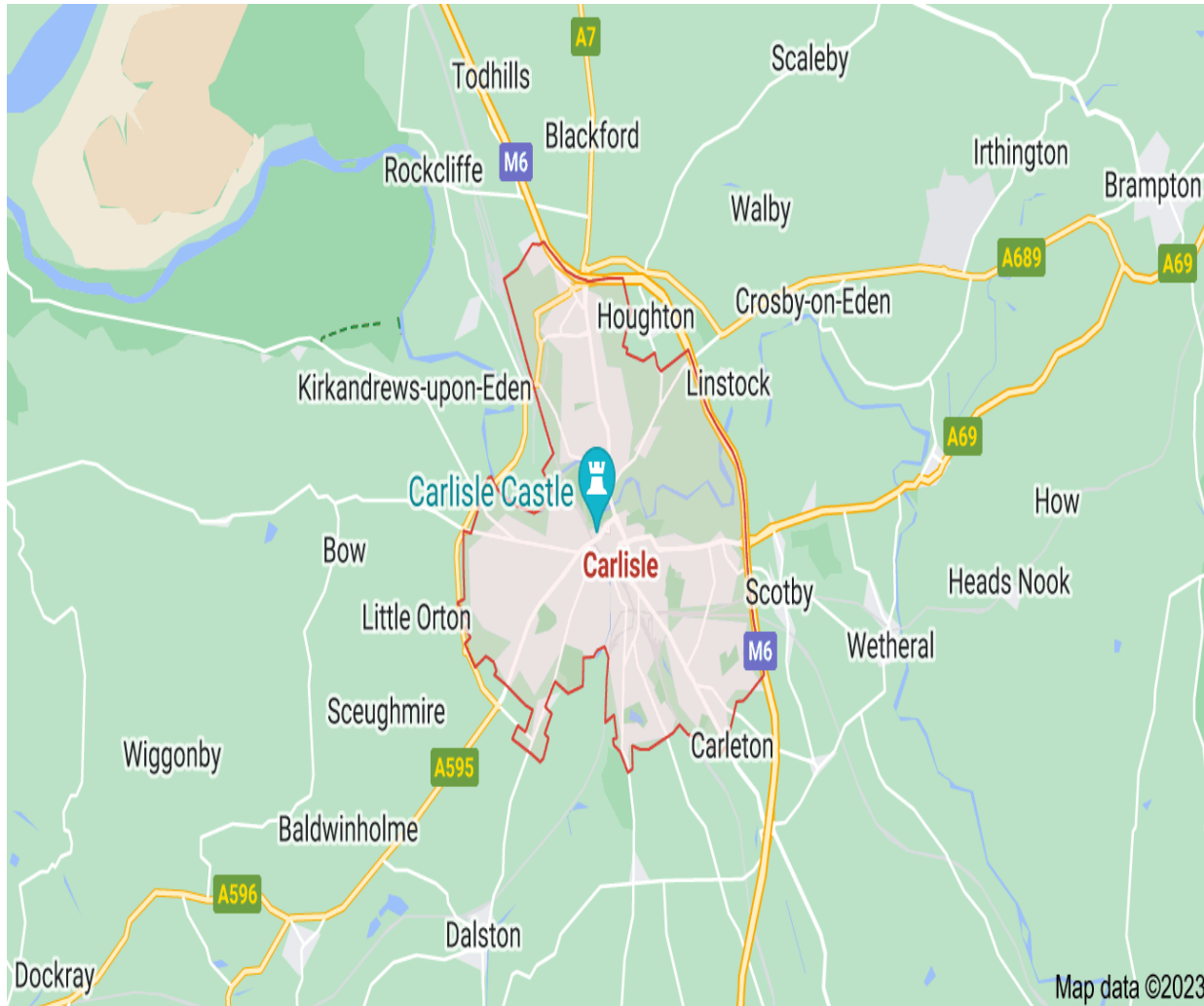
COMMUNITY RADIO
FOR CARLISLE

WHO ARE WE

- THE ONLY STATION TOTALLY DEDICATED TO THE CITY OF CARLISLE
- A COMMUNITY RADIO STATION
- BROADCASTING ON 102.7 FM
- A 70/30 MUSIC TO SPEECH MIX
- CARLISLE'S BETTER MUSIC MIX FROM THE PAST 6 DECADES



OUR BROADCAST AREA



**THE RADIO STATION
FOR
CARLISLE, DALSTON
BRAMPTON, SCOTBY,
HARRABY AND ALL
SURROUNDING
COMMUNITIES**



WHY RADIO?

- **RADIO REACHES MORE CUSTOMERS** – IN THE HOME, IN THE CAR, AT WORK
- **RADIO IS ACTIVITY RELATED** – CAN REACH PEOPLE WHILST THEY ARE DOING OTHER THINGS
- **RADIO CAN TARGET DIFFERENT GROUPS** – TIMING IS ALL IMPORTANT
- **RADIO HAS A MULTIPLIER EFFECT** – HAS THE GREATEST RECALL OF ALL MEDIA
- **RADIO IS COST EFFECTIVE** – WHEN COMPARED TO OTHER MEDIUMS
- **RADIO IS TARGETED** – HITS YOUR MARKET
- **RADIO** BUILDS BRAND AWARENESS



WHY ADVERTISE WITH US?

- WE ARE LOCAL TO YOU, YOUR BUSINESS & **YOUR CUSTOMERS**
- WE ARE PERCEIVED AS A FRIEND OF THE COMMUNITY
- WE ARE AFFORDABLE - MOST OF OUR CLIENTS ARE TOTALLY NEW TO RADIO ADVERTISING
- WE WILL STRIVE TO MAKE YOUR EXPERIENCE POSITIVE, PROFESSIONAL & PROFITABLE
- WE ARE COST EFFECTIVE
- RADIO BUILDS BRAND AWARENESS



ADVERTISING

- WE WILL PROVIDE YOU WITH THE RIGHT CAMPAIGN TO SUIT YOUR BUDGET ALONG WITH THE RIGHT MESSAGE TO OUR LISTENERS, YOUR POTENTIAL CUSTOMERS.
- FROM THE SCRIPT TO THE FINISHED COMMERCIAL, WE WILL GUIDE THROUGH EACH STEP, ENSURING THAT YOUR SALES OR SERVICE MESSAGE GIVES YOU THE BEST POSSIBLE RESULTS.
- THE INDUSTRY CAMPAIGN TEST LENGTH IS 13-WEEKS, WITH A GENERAL RETAIL CAMPAIGN LENGTH BEING 4-WEEKS
- CRFM HAS A COST-EFFECTIVE PACKAGE THAT COVERS BOTH OF THE ABOVE RECOMMENDATIONS.



AIRTIME CAMPAIGNS

- **GOLD CAMPAIGN**

- WILL GIVE YOU 112 X 30 SECOND COMMERCIALS (28 A WEEK) OVER FOUR WEEKS @ £896 (**0600-1800HRS**)

- **SILVER CAMPAIGN**

- WILL GIVE YOU 112 X 30 SECOND COMMERCIALS (28 A WEEK) OVER FOUR WEEKS @ £672 (**0600-2400HRS**)

- **BRONZE CAMPAIGN**

- WILL GIVE YOU 84 X 30 SECOND COMMERCIALS (21 A WEEK) OVER FOUR WEEKS @ £504 (**0600-2400HRS**)



SPONSORSHIP

- ALL OUR ON AIR FEATURES (EXCLUDING NEWS) AND PROGRAMMES ARE AVAILABLE FOR SPONSORSHIP BY CLIENTS. FOR EXAMPLE, 'TRAFFIC AND TRAVEL' BULLETINS OR 'THE BREAKFAST SHOW' MAY BE SPONSORED IN THE FORM OF AN ASSOCIATED RECORDED TAGLINE.
- IF WE DO NOT HAVE THE RIGHT SPONSORSHIP AVAILABLE FOR YOU, PLEASE TALK TO US AND WE MAY BE ABLE TO CREATE ONE THAT IS RIGHT FOR YOU.
- FOR A FULL RUN DOWN AS TO WHAT YOU CAN SPONSOR, PLEASE SPEAK TO YOUR SALES TEAM.



COMMERCIAL PRODUCTION

- FOR A SINGLE VOICE OVER WITH LIBRARY MUSIC, THE COST IS £170 + VAT. THIS WILL INCLUDE THE SCRIPT WE WRITE FROM THE INFORMATION YOU GIVE TO US AND THE COMPLETED COMMERCIAL.
- ONCE YOU HAVE CLEARED THE INFORMATION ON THE SCRIPT, WE PRODUCE YOUR COMMERCIAL READY FOR YOU TO LISTEN TO BEFORE IT GOES TO AIR.
- WE CAN ALSO CREATE A SONG JINGLE FOR YOUR COMPANY. THIS WILL GIVE YOU A UNIQUE SOUND ON AIR AND ALLOW YOU TO STAND OUT FROM THE REST OF OUR ADVERTISERS.



PROMOTIONS

- A CRFM PROMOTIONAL OPPORTUNITY CAN BE EITHER OUT OF HOUSE OR ON AIR. FOR INSTANCE, WE CAN BRING THE STATION TO YOUR DOOR-STEP WITH EITHER A LIVE BROADCAST OR A ROAD SHOW.
- ON AIR, WE CAN PROMOTE YOU AS A COMPANY IN THE FORM OF A COMPETITION OR WINNING WEEKEND. WE HAVE MANY FORMS OF PROMOTIONAL ACTIVITIES SO TALK TO US AND SEE WHAT WE CAN DO FOR YOU.
- CRFM IS HAPPY TO TALK TO YOU ABOUT FORMULATING ANY KIND OF PROMOTION THAT SUITS YOUR BUSINESS NEEDS.



PROGRAMMES

MONDAY TO FRIDAY

	MON	TUE	WED	THU	FRI
00.00 - 06.00	Through The Night	Through The Night	Through The Night	Through The Night	Through The Night
06.00 - 10.00	BREAKFAST	BREAKFAST	BREAKFAST	BREAKFAST	BREAKFAST
10.00 - 13.00	MID MORN	MID MORN	MID MORN	MID MORN	MID MORING
13.00 - 15.00	Afternoons	Afternoons	Afternoons	Afternoons	Afternoons
15.00 - 18.00	Drive Home	Drive Home	Drive Home	Drive Home	Drive Home
18.00 - 19.00	Evening show	Evening show	Evening show	Evening show	FRIDAY NIGHT SPORTS SHOW till 20.00 20.00-22.00 rewind disco hits
19.00 - 22.00	CRFM Community	CRFM Country tl 2100	CRFM Community	CRFM Community	POP Rewind
22.00-23.00	Decades 70's	Decades 80'2	Decades 90's	Decades 0's	Friday Night Dance

SATURDAY

00.00 - 07.00	07.00 - 10.00	10.00 - 11.00	11.00 - 12.00	12.00-1400	14.00 - 18.00	18.00 - 22.00	22.00 - 02.00
Through the Night	SATURDAY BREAKFAST	Saturday Selection	Take Over	Saturday Lunch	SPORT AND MUSIC	DANCE ANTHENS	Decades

SUNDAY

00.00 - 07.00	07.00 - 10.00	10.00 - 11.00	11.00 - 14.00	14.00-16.00	16.00 - 19.00	19.00 - 22.00	22.00 - 00.00
Through The Night	Sunday Breakfast	Mystery Year	Golden Sunday	Movies & More	Retro Chart	Evenings	Late & Live



CONCLUSION

- CRFM IS YOUR LOCAL COMMUNITY RADIO STATION WITH THE DIRECTIVE TO SERVE YOU WITH ALL YOUR RADIO MARKETING AND ADVERTISING REQUIREMENTS.
- CRFM IS DEDICATED TO PROVIDING YOU WITH A SERVICE TO MEET ALL YOUR LOCAL RADIO NEEDS.
- TO FIND OUT MORE ABOUT US, JUST CALL DARRELL THOMAS, STATION DIRECTOR

ON

07775 776888

OR

KERREN BENTLEY SALES DIRECTOR

07708381329

VISIT OUR WEBSITE WWW.YOURCRFM.CO.UK

