



INTuneRadio
SHROPSHIRE
BUSINESS WITH BEATS

In tune with you.



◀◀ **MEDIAPACK** ▶▶
EXCITING OPPORTUNITIES INSIDE



▶▶▶ OUR STORY

LOCAL PEOPLE

INTune Radio CIC is the brainchild of branding, marketing and web designer Wayne Flynn of Mr Flynn Creative Limited, who was a former club DJ for almost 20 years. The station features interviews with inspiring local people and showcases local bands to create its dynamic mix of beats and discussion. INTune Radio is backed by some of Shropshire's amazing business and charity community, who we call the INTunerz. With their support we provide a unique and entertaining 24/7 broadcasting platform (summer 2021) reaching the largest land-locked county in the country and beyond.

Wayne was inspired just before the first lockdown in February 2020 to produce an entertainment show (Showcast) and by September 2020 he'd fully developed the idea. One show was produced in November and then the three-hour Christmas Show the *12 Bands of Christmas*, which featured the awesome Shrewsbury Rock Choir, in December. All 12 local bands in that show went down an absolute storm and the Christmas Showcast is now in the top 50% of podcasts of all time, which is just staggering.

#ListenLocal



WHY RADIO?

PEOPLE TRUST RADIO

Radio is viewed as the most reliable medium of modern times.

77%* of the public state that they trust radio more than other media sources and that commercial radio in particular helps them stay informed.

Commercial radio is a valuable channel for advertisers. With **90%*** of the UK listening to their favourite radio station every single day adverts can reach any demographic, and are proven to influence consumers' awareness, attitudes, and actions toward brands. Even TV-driven campaigns achieve up to **20%*** greater cost effectiveness when complemented by radio advertising.

The question for advertisers isn't "Why radio?" - it's

"Why not radio?"



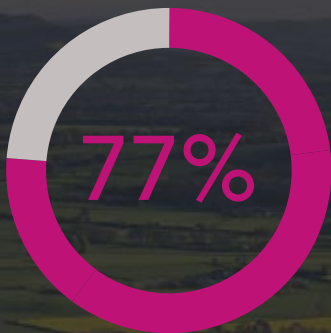
£1.00

INVESTED IN ADVERTISING

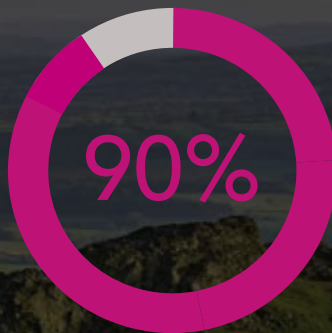
=

£6.00

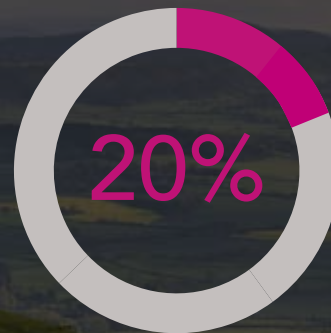
RETURNED IN SALES*



TRUST RADIO
MORE THAN
OTHER CHANNELS



LISTEN TO THEIR
FAVOURITE RADIO
STATION DAILY



INCREASED COST
EFFECTIVENESS
WHEN CAMPAIGNS
INCLUDE RADIO

WHY INTUNE RADIO CIC?

INTune Radio CIC is the only commercial radio station covering Shropshire, Telford and Wrekin with a mission to support local business, charities and communities; we are committed to connecting people and encouraging new collaborations. Alongside our uplifting roster of commercial music, we champion local music and provide local bands and musicians a professional platform to have their music heard.

We organise outreach projects to help the local community gain experience in the exciting world of media. Our unique service combination provides a valuable platform for advertisers to capture the hearts of the region's combined **500,000 residents*** as well as **40 million tourists**** each year spending an astounding **£24.5 billion**. As the only way for radio adverts to reach small pockets of communities throughout the county, if you don't use INTune Radio CIC to advertise, then Shropshire, Telford and Wrekin can't hear you.

* Telford and Wrekin Council, 2016. Shropshire Council, 2011.

** Shropshire Star, 2018.

CAPTIVE AUDIENCE



500K
RESIDENTS

40M
TOURISTS

£24.5Bn
TOURIST SPEND



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"I like to hear local information, familiar voices, comments or about people I know, and music I enjoy."

LOCAL VOICE

LOCAL PRESENTERS AND ENGAGING CONTENT

INTune Radio CIC offers the people of Shropshire, Telford and Wrekin something no other station can; original and engaging content from local businesses, charities and communities that is truly relevant to them.

From specific and original programming, playing local bands and musicians, through to interviews with local people from the business and charity sectors with coverage of regional community engagement projects; the value our listeners place on our authentic and interesting content gives kudos to everything we broadcast, including our advertising. Nobody speaks to our community like we do.

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NO RED TAPE OR LONG WAIT

As an independent broadcaster, it is easy for us to tailor advertising and show sponsorship packages to your needs. Fast and flexible, along with award-winning branding, marketing and voice-over expertise, we'll work with you to add value wherever we can; we'll make sure that your message is delivered to our unique audience in the best way, at the best times. Promoting your brand with InTune Radio CIC is an affordable and effective way for your business to:

- Align with a progressive, creative and forward-thinking brand
- Instil credibility through exposure to a local audience in an uncluttered environment
- Reach a large, responsive audience who sometimes reside in difficult to reach communities in the county
- Access target markets through specialist programmes and events

ADDED VALUE

BUSINESS
CHARITY
COMMUNITIES
BEATS



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AWARD-WINNING EXPERTISE

Wayne Flynn has designed graphic and website solutions for some of the countries leading brands such as: Virgin Media, Sony, NHS, Severn Trent, Childline, BCU, Home-Start UK and the V&A Museum. His ground-breaking design work has been featured several times in monthly design journal, Creative Review. Wayne has worked on several award winning projects. The brochure for Broadway Plaza, Birmingham gained three gold awards at the Property Marketing Awards, including the overall best brochure award. Other design awards include a silver award for best charitable brochure (Articulate, The Arts Centre Group), and a silver award for best business brochure (ASC Connections).

Deryn Oliver is known as the Mary Poppins of voice-over for her work on numerous audio books, commercials and corporate videos. Deryn was a winner at the Corporate Livewire Prestige Awards, which recognise small and medium sized businesses that have proven to be the best in their regional market over the past 12 months. The judging panel based their decisions on service excellence, quality of the service, innovation practices and value as a consistent performer.

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3 GOLD AWARDS

BEST BRAND
BEST PHOTOGRAPHY
BEST PROMOTIONAL
BROCHURE FOR A
REGENERATED SITE




BEST VOICE-OVER ARTIST FOR CENTRAL ENGLAND


40K

FACEBOOK POST
ENGAGEMENT
PER MONTH

"I can without hesitation and knowing what I now do about their aspirations, say that Shropshire, Telford and Wrekin would benefit from an independent, local radio station that truly reaches all of our communities across the whole county."

MRS DEAN HARRIS JP
PAST HIGH SHERIFF OF SHROPSHIRE 2020/21



LISTEN ONLINE

WE ARE DIGITAL

Staying in tune with the digital age, radio is now more accessible than ever through online listening, apps and social content and is a powerful part of any advertising campaign. At INTune Radio CIC, we stream online via our website and via radio apps so it doesn't matter where our listeners are based, they can always tune into their local radio station via their computer, tablet or phone.

Our audience love to get involved with our shows via social media and on our website. That's why our on-air advertising is complimented by banner ads and social media posts promoting your business. We are all over social media through Facebook, LinkedIn, Twitter or Instagram with constant new updates and show information, so we know that a digital presence will add to your on-air exposure and get your business heard to an online audience.

We also offer website advertising spaces at competitive rates so your business gets noticed every time people visit our site to listen live online, listen again or to check out our schedule. Website advertising is flexible: you can book space at a monthly or annual rate to suit your budget and advertising requirements.

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WHY ADVERTISE?

REACH / TRUST / ROI

REACH - Radio advertising is still one of the only media you can use with an ability to connect to large numbers of consumers, some in difficult to reach pockets of communities.

BRAND AWARENESS - Radio advertising substantially increases the effects of brand communication, helping brands spring to mind more readily in purchasing situations.

TRUST - Radio-advertised brands feel more relevant and are trusted by radio listeners.

ROI - On average every £1 invested in radio advertising yields a £6 return, although the return is actually higher in some sectors such as finance, retail, travel and automotive.



£1.00
INVESTED IN ADVERTISING
=
£6.00
RETURNED IN SALES*

FREQUENCY OF YOUR ADVERT

So, we say talking to people a lot, it's how many times your ad is played, so how many times should this be? Firstly, remember that everyone isn't your potential target customer, so this is not about how many people are listening at any given time but how often your potential target audience hears your message.

Is your target audience in the morning, the breakfast show, or the evening, before they go to bed or wind down from work? If you're unsure we can help you with this. Once we know we'd advise advertising at these specific times of the day, for example, during the morning breakfast show or a night show.

When it comes to frequency, *scientific evidence suggests that it's best your target audience hears your advert **3.4 times per week** (rounded down to 3) which is best achieved with **21 ad plays per week** to reach the average listener. Phew, simple really isn't it.

SOURCE / *Radiocentre

SCIENTIFIC STATS



3

IS THE MAGIC NUMBER

21

AD PLAYS PER WEEK



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TIP

We recommend running ads in the same time slot each day, multiple times per day and weeks so that your target listeners hear them over and over.

REACH PEOPLE

REACH OF YOUR ADVERT

So if frequency is how many times we should talk, reach is about talking to many more people. If your objective is promotion, a special offer, or brand recognition so the audience take a specific action, then reach is required.

To do this you could:

- Advertise over a longer period of time
- Advertise at multiple times during the day
- Consider sponsoring a specific radio show or show segment along with advertising

To build reach with a radio campaign we recommend advertising over a longer period of time and aligning your brand with one of our unique radio programs. Advertise several times of the day at peak listening hours, like the breakfast show or during popular programmes and sponsor that popular programme.

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COST OF YOUR ADVERT

We've made our advertising really easy and affordable for any sized business - we're here to help you.

First, choose your advert length between 10 and 30 seconds. You pay £10 per second which includes your advert creation using a male or female voiceover with atmospheric music and sound effects. After that, you pay £2 or £4 per off-peak play (or spot) depending on whether you're a small or larger business. Then for £50 we'll place and schedule your advert for you.

Already got a professional advert? Then just send us the audio file and we can set it up in our radio software for £50. Then pay per spot as normal.

SMALL BUSINESS

ADVERT PLAYS, PER SPOT.

£2

OFF PEAK
6pm till 6am

£3

PEAK
6am till 6pm



LARGE BUSINESS

ADVERT PLAYS, PER SPOT.

£4

OFF PEAK
6pm till 6am

£5

PEAK
6am till 6pm



Blue Chip and Multi-National companies,
please contact us for a quote.

*Minimum amount of advert plays required each week is 21.

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SUBSCRIBE & SAVE

We talked earlier about how important frequency and reach are when it comes to your adverts success. Well, we've considered how best to combine these metrics for greater success for you.

If you wish to gain far more results from your advertising consider our amazing 'subscribe & save' bundles. **From only £350 per month** for a small business or **from only £650 per month** for a large business, we'll complete a 15 second advert for you and place into our playlist for a whole month.

- Advert played **3 times per day** during chosen peak times and at least **3 times** per day during chosen non-peak times
- Advert played **7 days a week for 4 weeks**
- Included is a **once weekly social media post** thanking you with all other advertisers. Your logo on a graphic stating, "This week's advertisers are.... without whom INTune Radio CIC could not operate".

Save even further with our 3 month 'subscribe & save' plan. This is amazing value for those businesses who wish to keep advertising momentum, starting from only **£900 for 3 months.**


SOURCE / *Local Gets Vocal Research by d.fferentology for First Radio 2014

LISTENER ACTION



***ACTION**
*taken after hearing
about a brand on my
local radio station*

BOUGHT: **42%** vs 30%
VISITED A STORE: **52%** vs 29%
SEARCHED ONLINE: **60%** vs 46%



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FACT

Local stations are more influential at a local level.

"My local station feels like part of my area."

REACH PEOPLE

SPONSOR A SHOW

When watching TV you'll see that most shows are now sponsored. Sponsoring can really help bring your longer-term goals to fruition, you are effectively partnering with a show that has values that align with your brand. So when someone thinks of the show, they hear your simple branded sponsored jingle too, so they think of you first when making a buying decision.

Our sponsorship packages begin at 3 months, which you can scale upto 6 months or 12 months for consistent exposure.

- Sponsor a peak-time show for 3 months **from £1200** or an off peak show **from £950**
- Your logo placed with 'sponsored by' flash on our website show listing for all to see with link to your website
- Your sponsorship mentioned on social media and marketing show promotions
- **PLUS A MASSIVE 10% discount** off our already competitively priced advertising and sponsorship packages

SAVING THE BEST TILL LAST

And here's the best bit - your business can become a **Founding Partner**. It's for those businesses that really wish to contribute to INTune Radio and help the local community, local charities and local businesses, whilst helping to provide a spring board to many and support a life line to others.

If you're incredibly excited to be involved in your local community radio station in Shropshire, Telford and Wrekin, then becoming a Founding Partner **IS FOR YOU**.

Our enterprise partner package begins from **only £1800 pa** with additional opportunities for larger businesses from **only £3000 pa**. Or become a gold partner from **only £4800 pa**. There are flexible opportunities for any business for a whole 12 months.

Our partners will enjoy a whole heap of exciting exposure such as broadcast, PR, advertising and digital opportunities - plus some real exclusivity with the chance to get some dynamic messaging out there. Become part of something truly unique and great in Shropshire. We welcome your interest to find out more.

Call Wayne on **07970 702 691** or email **info@intune-radio.co.uk**.

THIS IS FOR YOU

▲
▲
▲
**REACH
TRUST
ROI**
▲
▲
▲

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intune-radio.co.uk

INTuneRadio 
SHROPSHIRE BUSINESS WITH BEATS

*"INTune has a compelling offer,
mixing the very best insights with
entertainment and an enviable reach.
Engaging with our communities -
business, third sector, and the wider
geographical area - has completely
opened up in a dynamic, exciting,
and innovative way."*

FELICITY WINGROVE
MANAGING DIRECTOR
ZEN COMMUNICATIONS

BUSINESS • CHARITY • COMMUNITY