



EXCITING OPPORTUNITIES WITH
**SHROPSHIRE
COMMUNITY RADIO**

// **ADVERTISING**
// **SPONSORSHIP**
// **PATRONAGE**

www.intune-radio.co.uk



We've

Got YOU

Covered

InTune Radio, is the only volunteer-led local community radio station in Shropshire, we have a county-wide focus, and can be listened to across ALL digital platforms. Our output includes podcasting unique content for local businesses, charities and other organisations.

With online, app, and smart devices, we really do have YOU covered!

- Online at:
www.intune-radio.co.uk

- App Store

- Google Play

- Amazon Alexa

- Spotify

- Apple Music



Our

Mission

InTune Radio is an independent organisation but we will always strive to be at the heart of our local communities.

Our aim is to:

- Provide engaging and entertaining radio
- Provide trustworthy information
- Support and be active in our local communities
- Provide and be part of local events that bring people together
- Support local bands and music
- Provide an unrivalled advertising platform for local businesses



"Thank you so much for attending, Dale was absolutely amazing as our host, one of the best I have had this season! And it was really lovely to see the participants talking to you and the team, it created a fantastic atmosphere on the event site."
Cancer Research UK. Area Events Manager, Richard Healey.

Our

Audience

InTune Radio's listeners are generally family-oriented. They enjoy hearing familiar songs that bring back memories – but they also like to keep up-to-date with the best of today's music.

They are sociable and charitable, cool and individual, enjoy a bargain, a day out with the family – or an evening out with a group of friends. Our audience likes to know what is going on in their local area.

50% of our audience is:

- 35 to 55 year-olds
- 60% Female / 40% Male

The other 50% of our audience is equally split:

- 25 to 35 year-olds
- 55 to 75 year-olds

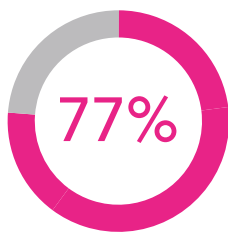
InTune Radio's social media profile generally matches that of our target demographic. Although, as with our listening audience profile, there are a significant number of listeners from outside of the core age group engage with the station. Social media engagement comes mainly from people living in Shropshire, within our core geographic coverage. This is where our combined coverage of listeners and social media comes into play with a huge potential audience of 500,000 adults over 18 years old.



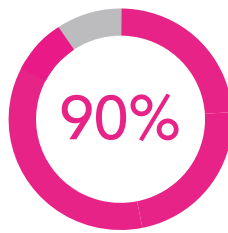
Why

Advertise?

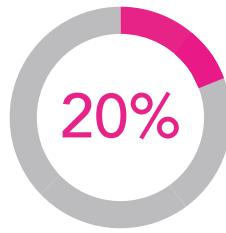
Radio provides the three most important factors that make advertising successful; Reach, Trust and Return On Investment (ROI). What's more, advertising with your county-wide community radio station means you align with our mission, culture and beliefs. Your advertising investment allows us to continue to help Shropshire charity and community organisations for free, benefiting our communities.



TRUST RADIO
MORE THAN
OTHER CHANNELS



LISTEN TO THEIR
FAVOURITE RADIO
STATION DAILY



INCREASED COST
EFFECTIVENESS
WHEN CAMPAIGNS
INCLUDE RADIO

Source: Radiocentre

500K RESIDENTS **40M** TOURISTS **£24.5Bn** TOURIST SPEND

Residents: Telford and Wrekin Council, 2016. Shropshire Council, 2011.
Tourists: Shropshire Star, 2018.

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 county areas and 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.

Return On Investment:

- 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.

Radio advertising with InTune Radio is an incredibly dynamic and cost-effective way to get your brand and message out there into our local communities. From only £245, we will create your 30-second advert and play it 24/7 for one month. After that, keep your advert playing 24/7 each month, from only £45.

For more information please contact:
sales@intune-radio.co.uk

www.intune-radio.co.uk

SHROPSHIRE
COMMUNITY RADIO

Patronage

Packages

InTune Radio's patrons are leaders in their field. Each receives strategic support tailored to their objectives. Other benefits include the unique opportunity to sit on our Patron Board and help to guide the future of InTune Radio CIC.



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Perfect for:

- Organisations and leaders seeking access to top-quality marketing and promotional support tailored to their business aims.

Exclusivity:

- Patronage is available at 3 levels - **Silver**, **Gold** and **Platinum**.
- Each level is exclusively capped at 3 patrons, with **Gold** and **Platinum** organisations able to select to sit on our Patron Board.
- InTune Radio patrons are managed by a dedicated Patron Account Manager with the station Founder and Creative Director, Wayne Flynn, directing your bespoke patron package assets and involvement.
- Introduction to our network of InTune Radio connections and contacts.
- Bi-monthly company interviews.
- PR, news and social media coverage.
- FREE access to our quarterly events.
- Discounted advertising.
- Prominent branding displayed on our website, our newsletter and events.
- **Gold** and **Platinum** patron packages include bespoke services such as: priority sponsorship of shows or events, social media marketing, sponsorship of a monthly podcast, your event coverage, monthly interviews and radio training to present a show or show feature.

SHROPSHIRE
COMMUNITY RADIO

Out-Of-

This-World

InTune Radio CIC, officially launched from space in December 2022, with mascot DJ Schnauzer heading up an out-of-this-world video presentation. The launch was celebrated with Shropshire's community, charity and business leaders at a first screening of 'The Charity Space Odyssey' held at St Mary's Church, Shrewsbury. The capacity crowd were entertained by music and street food, which also featured speeches from The High Sheriff of Shropshire, and InTune Founder Wayne Flynn.

We were delighted to highlight the work of 33 local charity and community organisations who's brands ventured into space with us. The space journey was made possible by local business sponsors.

- Axis Counselling and ISVA Service
- Been There Done That
- BizEd Projects CIC
- Bridgnorth Youth and Schools Project
- Centre for Chaplaincy in Education
- Community Resource
- Derwen College Charity
- Energize STW
- Home-Start Telford and Wrekin
- Hope house children's hospice
- Lingen Davies Cancer Fund
- Little Stars Baby Bank
- Omega, the National Association for End of Life Care
- PALZ UK
- PEGS Parental Education Growth Support
- PreventALL
- Share Shrewsbury
- Shrewsbury Street Pastors
- Shropshire Bookfest
- Shropshire Mental Health Support
- Shropshire Supports Refugees
- Sight Loss Shropshire
- Social Heart CIC
- SYA All About Youth
- SYST Shropshire Youth Support Trust
- Telford After Care Team CIO
- Telford Crisis Support
- The Cavalier Centre
- The Joshua Ribera Foundation CIC
- The Movement Centre
- The Sea Change Trust
- West Mercia Search and Rescue
- Where I Want to Live



Exciting Opportunities

Turn our audience into your customers!

Advertising - Online, App, Device

We have a range of packages and tailor-made advertising and sponsorship opportunities to boost awareness of your business across the whole of Shropshire - and beyond. Digital radio advertising campaigns can include an integrated podcast and social media strategy.

Campaigns

If you're already running a campaign, then why not back it up with some on-air promotion? It's a cost-efficient way to increase your sales and awareness. We will help you optimise your campaign, which could also include social media, competitions, and show sponsorships – all with links to your own website or social media channels.

Events and Outside Broadcasts

Having InTune Radio present at your business or event brings added attention and greater visibility. Store openings, product launches and general awareness – these can all be linked to on-air activity to create added interest of your brand.

Social Media

Our social media advertising team will help devise a targeted sponsorship strategy that will help your brand be seen by more of the right people.

Expert Insights

Our marketing and sales team are on hand to help you optimise your advertising strategy with InTune Radio. We believe that a well-devised campaign across multiple platforms will gain a greater return on investment through wider reach across more channels.

Patronage

InTune Radio's top tier of opportunities offers a limited number of companies the opportunity to connect with communities and businesses in Shropshire. Our patrons are leaders in their field with each receiving strategic marketing and promotional support tailored to their objectives. Other benefits include a unique opportunity to sit on our patron board of executives who help to guide the future of InTune Radio.

**...Our Audience
Your Customers...**

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Covered!**



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#ListenLocal
#GetInvolved

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