

# Advertising, Sponsorship and Income Policy

Black Country Radio is a voluntary organisation and in order for it to operate has a variety of income streams. These can be defined as (but not exclusively) to:

- On Air Advertising and Sponsorship
- Online Advertising and Sponsorship (via website and social media)
- Funding Opportunities pertinent to the station and its services
- Sales of Services (e.g. roadshows / outside broadcasts)
- Commercial Events
- Sponsorship
- Merchandising

## Media Advertising

The advertising industry has changed massively over the last decade, as have media companies. The core media industry from newspapers, radio and television and beyond have moved to embrace digital and online technologies, and now operate in a multimedia approach, taking online, video and audio content across all platforms. Online advertising now takes over 50% of all advertising revenue, with On Air radio down to just 2% market share.

As such Black Country Radio is increasingly adopting a more multi-media approach through our website and social media feeds and beyond to be able to compete in such a media world.

Advertising and income to the station is a holistic approach and may cover several of the areas outlined above.

## On Air Advertising and Sponsorship

On Air advertising and sponsorship of features (e.g. travel, weather, shows) are an obvious area where income is brought into the station. Black Country Radio has advertising breaks where audio adverts are sold for play out, and are multiples of 30 second adverts, played in 2-3 advert breaks each hour. Sponsorship is usually via a sponsorship 'tag' - a 10-15 second tag run usually in advance of a feature.

**This advertising is contractually sold and presenters MUST play these adverts as pre-set in each show.**

There are other variants on the above include 'live reads' which is effectively adverts that are read live by the presenter and there are likely to be further variations as opportunities develop.

### **Online Advertising and Sponsorship**

Black Country Radio is actively developing online and digital advertising and sponsorship opportunities. These may be via our website, and also through social media channels and other opportunities. Again these are contractual and volunteers MUST support and adhere to any contracts in place.

### **Funding Opportunities**

Black Country Radio is actively seeking funding opportunities through grants and other funding pots to supplement the station. It is likely that many of these areas will be for capital equipment or funded initiatives that the station seeks to undertake.

### **Sales of Services**

Black Country Radio may seek to sell additional services - for example an outside broadcast or services at event, in order to attain additional income into the station.

### **Commercial Events**

Black Country Radio is seeking opportunities to bring income in - e.g. the station may put on a commercial event for ticket sales. Volunteers are asked to promote and support such events.

### **Corporate Sponsorship**

Black Country Radio may seek sponsors for the services it undertakes. This is different from advertising sponsorship - and entails companies or organisations contributing funds to supporting the station and an organisation as a whole. Should such sponsorship be in place, then volunteers are expected to support as appropriate.

### **Merchandising**

Black Country Radio may look to develop products that can then be sold - from mugs through to T-Shirts and any other product based opportunity.

For further information on the above please contact the Head of Sales, Head of Marketing, Events Co-Ordinator or CEO Finance.

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Black Country Radio is managed by Waterfront Media CIC. The Board are looking to expand services, and potentially undertake other areas or services which may have income opportunity for the station. This may allow for volunteers, where appropriate, to receive payments for these services as part of supporting and maximising income streams into Black Country radio.