

ADVERTISING PACKAGES

All packages incorporate your company name and brand message (please note brand messages must be no longer than seven words.)

**Minimum six-month contract, contact us for more information.*

TRAVEL SEGMENT

- £150 per month
- 12 plays per day on air
- Your company logo & brand message advertised at caldervalleyradio.co.uk

BREAKFAST SHOW

- £100 per month
- 8 plays per day on air
- Your company logo & brand message advertised at caldervalleyradio.co.uk

DRIVETIME SHOW

- £100 per month
- 8 plays per day on air
- Your company logo & brand message advertised at caldervalleyradio.co.uk

MID-MORNING SHOW

- £75 per month
- 8 plays per day on air
- Your company logo & brand message advertised at caldervalleyradio.co.uk

SPECIALIST SHOWS

- £30 per month
- Shows are two hours in length
- 8 plays a week
- Your company logo & brand message advertised at caldervalleyradio.co.uk



01422 647 680



Calder Valley Radio



@CValleyRadio



@caldervalleyradio

www.caldervalleyradio.co.uk

PLAYING THE MUSIC
YOU LOVE AT THE
HEART OF THE
CALDER VALLEY
COMMUNITY.

www.caldervalleyradio.co.uk



WHO WE ARE

Created with the heart of the Calder Valley community in mind, Calder Valley Radio plays the music you love with a diverse mix of local news, events and culture. We make sure our local community is at the centre of everything we do; tailoring our core values and programmes to the strong voice of the Valley and representing our diverse area in the best way possible. Calder Valley Radio has a beloved roster of presenters who engage with listeners personally, making them feel like they're in the studio with us!

We understand our listeners and what they want to hear. We make sure we give them the best mix of national and local news every hour, so they can feel reassured they are in-the-know every time they tune in to us. We want our listeners to feel like part of the station and part of the Calder Valley community as a whole - we know what they want to hear and when. We know their favourite songs and some they might not even know they love yet! Even though we're as comforting as their first cup of tea in the morning, we don't want to patronise our listeners. We challenge them with music they might not have heard, showcasing local bands and new talent wherever we find it. Calder Valley Radio wants to be part of the wider cultural conversation in the Calder Valley as a whole and we want to help you be part of that conversation too.



WHO WE BROADCAST TO

Targeting over 200,000 people in the Calder Valley area and with our imminent launch onto DAB the potential to access many more, Calder Valley Radio speaks to a diverse community and is a breath of fresh air(waves) for its listeners.

Our daytime programmes are targeted towards a demographic of 25-40-year-olds, and our specialist evening shows capture a variety of audiences. For our full list of Programmes go to: caldervalleyradio.co.uk

We target local shops and businesses across the Calder Valley area, creating a range of opportunities for your brand message to be heard. Advertising with us is one of the most effective ways to ensure the community gets to hear who you are and why you do what you do. We also offer bespoke marketing solutions and support from our experienced team who can help take your company in the direction you want.

SPONSORSHIP OPPORTUNITIES:

Take advantage of our popular shows to bring your company and brand message to an entirely new market of potential customers.

THE BREAKFAST SHOW

Our popular breakfast show has all the latest news, events and gossip happening in the local Calderdale area.

DAYTIME SHOWS

Playing the music you love, our daytime shows are eclectic and enjoyed by the community. We dedicate time to getting to know what makes our locals tick and feature many local businesses and events.

THE DRIVETIME SHOW

Our drivetime show brings our listeners up-to-date travel news and the biggest hits for the drive home. We might be a bit biased but we think it's the best part about commuting.

SPECIALIST SHOWS

We have varied evening and weekend shows dedicated to just about every music genre you can think of including, musical theatre, jazz, blues, specialist rock, country. We feature unknown local talent and showcase the best local artists as well as songs you may not have heard of yet.

WE'RE CONVINCED THAT WE'VE GOT THE PERFECT SHOW FOR YOUR BRAND MESSAGE.

With every advertising opportunity, you'll receive a free link to your business on our client page at caldervalleyradio.co.uk

To discuss your tailor-made advertising opportunity and marketing needs, please contact our Business Development Manager **Louise Ann Oldroyd** on:

louise@caldervalleyradio.co.uk | 07971082727

PRICING STRUCTURE:

BRONZE PACKAGE

- › Full production of your bespoke commercial
- › x25 plays per week on the radio
- › Free link to your company's website at caldervalleyradio.co.uk



SILVER PACKAGE

- › Full production of your bespoke commercial
- › Full creative on your website banner advert
- › x50 plays per week on the radio
- › 1000 impressions of your banner advert on the front page of caldervalleyradio.co.uk
- › x1 social media mention per week - Facebook, Instagram, Twitter etc.
- › Free link to your company's website at caldervalleyradio.co.uk



GOLD PACKAGE

- › Full production of your bespoke commercial
- › Full creative on your website banner advert
- › x100 plays per week on the radio
- › 2000 impressions of your banner advert on the front page of caldervalleyradio.co.uk
- › x3 social media mention per week - Facebook, Instagram, Twitter etc.
- › x1 pop-up in the Calder Valley Radio mobile app per week
- › Free link to your company's website at caldervalleyradio.co.uk



Events Package (1 Month Only)

- › Full production of your bespoke commercial
- › x25 plays per week on the radio
- › Free link to your company's website at caldervalleyradio.co.uk



Minimum six-month contract, contact us for more information.