



106.6FM or on
www.koastradio.co.uk
or Tunein app

Facebook Likes - 9500
Twitter Likes - 2400

Contact:

advert@koastradio.co.uk

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@koastradio

Koast Radio is a local radio station based in South East Northumberland

Koast Radio has been operating since 2011 and is the only community radio station within South East Northumberland with an FM broadcasting licence from OFCOM.

Koast Radio has a mixed and varied broadcast schedule with live shows daily from 7am till midnight, 7 days per week on 106.6MHz on the FM waveband across South East Northumberland. Koast Radio also simultaneously streams its broadcasts online making the broadcasts available anywhere via our website www.koastradio.co.uk also through applications such as Tune-in Radio.

Our regular schedule includes general and specialist music programmes, business and community shows, local sports and programmes showcasing local talent. We also deliver live broadcasts from within the community, supporting local events, businesses and community groups.

We reach out to over quarter of a million listeners everyday. People who live, work and visit the area. People who buy local goods and services and support our fantastic local events and attractions.

We have a strong social media presence and following on Facebook, Twitter and Instagram to complement and promote our broadcast schedule.

By placing your advertising, sponsorship and promotion with Koast Radio you are not only attracting new customers to your business or event, you are also helping to support a valuable community resource.

250K 9.5K 500K*

Catchment area

Facebook Likes

Monthly Facebook Impressions



Why Advertise on Koast?

As a non-profit, community station run by volunteers, we use the funds from our advertising sales to help with the running costs of the station. So not only are you getting yourself a professional advert on your local radio. You are also helping us to be able to do what we do - Bringing the local community together and providing great music and entertainment.

Advert Production

All of our advertising packages include the cost of advert production.

We have a team of writers and producers, as well as our own voice overs. All scripts are created by our team to suit your requirements and agreed by you. We then record and produce the advert for you to approve.

Quality Bespoke Service

When you choose Koast Radio to meet your marketing and promotion requirements we work with you to deliver the right message, to the right audience, at the right time.

With advertising costs tailored to suit your needs and budgets there is no better time to promote your services, products or events here on Koast Radio.

Key Account Manager

One of our dedicated members of our marketing team will be named as your account manager.

Your named contact is there to deal with your specific needs, and to help you with any questions you have.

They will also check in with you regularly to see how you are doing.

Prices per Month (Packages can be made to suit your budget)

| | 30 Second Advert | 15 Second Advert | 10 Second Advert |
|--|-------------------|-------------------|-------------------|
| 7 x Audio Advert play per day. 7 days a week. | £250 per month | £200 per month | £180 per month |
| 5 x Audio Advert play per day. 7 days a week. | £200 per month | £150 per month | £130 per month |
| 3 x Audio Advert play per day. 7 days a week. | £150 per month | £120 per month | £100 per month |



Sponsor a Show

At Koastradio we also have a range of sponsorship opportunities. This gives your business or event the opportunity to sponsor a specific show or slot across the Koastradio Schedule.



250,000
Catchment Area



12,800
Facebook Likes



2,500
Twitter Followers



50+ volunteers



Up to 530,000
Monthly Facebook
Impressions



Up to 100,000
Weekly Post
Engagements

Sponsor a Show

At Koastradio we also have a range of sponsorship opportunities.

This gives your business or event the opportunity to sponsor a specific show or slot across the Koastradio Schedule.

This will give your business or event, coverage on the show promotion and regular mentions of your business or event throughout the show e.g. "Brought to you in conjunction with" including any short message you want to include.

Contact
advert@koastradio.co.uk
for more details

Outdoor Broadcasts

We can do this through direct advertising with Koastradio or it may also be possible to arrange for an outside broadcast from your business or event.

There are significant benefits in broadcasting live from an event whether it be the launch of a new business, a new product launch, a community event or promotion or coverage of a sporting event.

Our team will help to entertain your customers or visitors and provide a live p.a.

Prices vary according to the event, location and timings.

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Contests & Giveaways

You can also get involved by sponsoring a prize for an on air or social media giveaway.

This is a great way to drive traffic and new potential customers to your social media pages.

The bigger the prize, the better result you will get, however we accept prize sponsors and donations of all sizes.

All competitions will be mentioned on air.

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