



*Local Radio For Hull
& East Yorkshire*

Commercial Media Pack 2023

www.westhullfm.co.uk

Our Packages

One Month

- Up to 30 second commercial
- 28 commercial plays per week (4 per day 7am - 7pm)
- Minimum 112 plays in total (extra free plays in share of unsold airtime)
- Commercial Production Included
- Package Price £145 - Saving £51!

Three Months

- Up to 30 second commercial
- 35 commercial plays per week (5 per day 7am - 7pm)
- Minimum 280 plays in total (extra free plays in share of unsold airtime)
- Commercial Production Included
- Package Price £350 - Saving £140!

Three Months - BEST VALUE

- Up to 30 second commercial
- 42 commercial plays per week (6 per day 7am - 7pm)
- Minimum 546 plays in total (extra free plays in share of unsold airtime)
- Commercial Production Included
- Package Price £600 - Saving £345!

Rate Card

Per spot

- 20 secs - £1.50
- 30 secs - £1.75
- 40 secs - £2.00
- 60 secs - £2.50

Commercial Production

Includes scriptwriting plus one voice and music bed.

- Flat fee - £40.00

Extras

Additional Voice - £35.00

Bespoke sung Jingles - From £200.00

Specify a time slot for your commercial - Add 50%

Volume airtime discount - please ask us!

Demographics

Our FM broadcast area comprises the following potential listeners

- 390,000 people
- 62% (242,000) of working age
- 185,000 Households

Our online and Smartspeaker listening rates also continue to grow on a daily basis. Analytics show that the majority of these are on I.P addresses related to the Hull and East Yorkshire region.

Sources: Hull CC 2021, ERYC 2019



Sponsorship

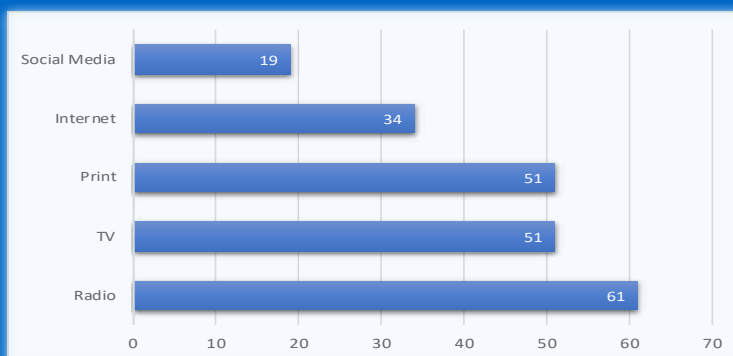
Sponsoring one of our shows is a great alternative to traditional commercial, and allows you to reach a specific audience or time of day.

As part of our sponsorship package your company or brand will also appear in the regular daily trails for the specific show as well as on our website.

We can also offer premium sponsorship packages for our main features, such as the News, Weather, or Travel update.

Sponsorship on West Hull FM starts from as little as £20 per week!

Up to 61% of people trust radio advertising more than any other medium!



West Hull FM is a not for profit community organisation. We are supported by advertising, grants and sponsorship.



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