

 106.8 FM  radio player   Smart Phone



recruitment

at
home

at
work

in the
car

online

mobile

at
home

at
work

in the
car

online

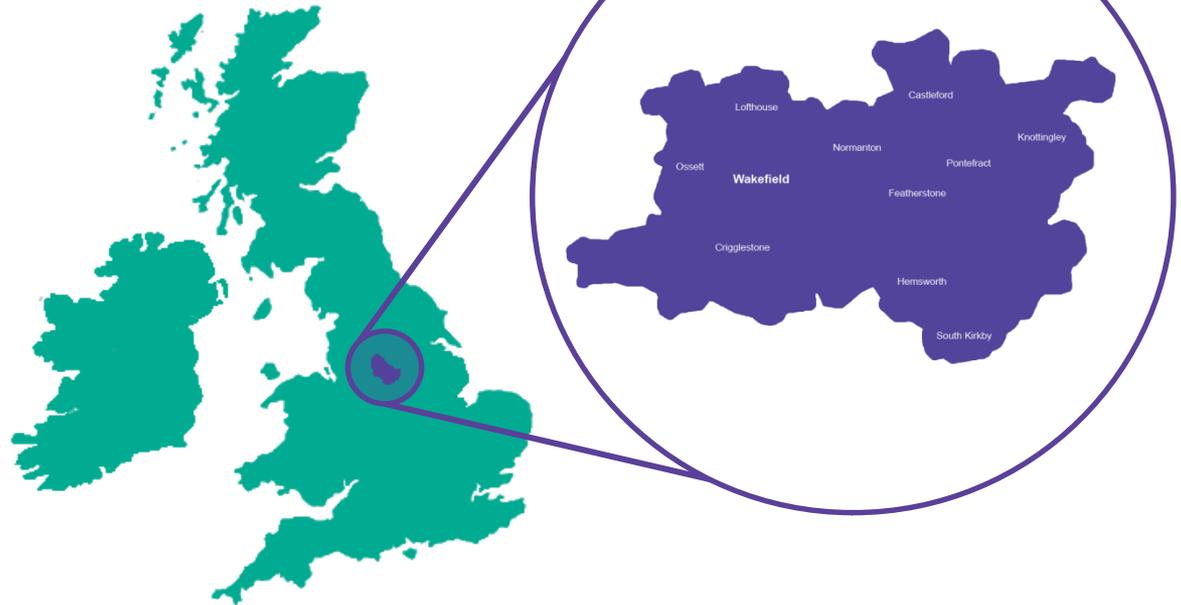
why Ridings FM?



Ridings FM launched on 3rd October 1999, and has been a part of everyday life for the Wakefield District and West Yorkshire ever since.

We broadcast 24 hours a day, from our purpose based studios, across the whole of the Wakefield District and West Yorkshire and we are a part of everyday life for over 37,000* adults every week.

We also get many listeners from outside our transmission area from the likes of Halifax, Huddersfield and Bradford.



We're not just about sitting inside a room with four walls and talking to ourselves. We're out and about across our patch weekly, meeting and interacting with our listeners, getting involved with charity events and supporting local activities!

Our daily mix of music, local news, weather, travel, community information and competitions ranging from small time give-a-ways to paid for trips to Berlin all make sure our listeners re-tune to Ridings FM time and time again.

* Source: RAJAR/Ipsos MORI/RSMB Media. March 2014.

recruitment.



Unlike most media, Ridings FM does NOT charge a premium for advertising.

People generally only search employment websites and recruitment pages when they are actively looking for a new job. However, they listen to radio everyday and will hear your advert even when they might not be looking for a change.

Not only will your vacancy be advertised ... so will your business.

Ridings FM has an audience of 42,000 adult listeners every week.
Rising to 66,000 over a 4 week period *!

Radio is the most intrusive medium in the world ! LOCAL radio gives you the perfect opportunity to let people, who live within 30 minutes drive of your Company, know about your vacancies.

schedule.



Radio advertising is cost effective.

Repetition is the key – “the more someone hears your commercial the more someone will act upon it”

Your business will receive 56 x 30 second commercials over a 7 day period as shown in the schedule:

	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7
0700-1900	8	8	8	8	8	8	8

Commercial production	£105 (one voice and music)
Airtime campaign	£288
Total investment	<u>£393</u>

NOTE

Based on a 30 second commercial

Prices do not include vat

Subject to availability

Should a third party become involved the Company reserve the right to re-quote

This proposal is valid until 30.09.14

getting in touch.



01302 341 166



01302 326 104



sales@ridingsfm.co.uk



ridingsfm.co.uk



Ridings FM
5 Sidings Court
White Rose Way
Doncaster
DN4 5NU



/ridingsfm



@ridingsfm



← scan this, to get this

