

 96.1 FM  radio player   Smart Phone



# recruitment opportunities

at home

at work

in the car

online

mobile

at home

at work

in the car

online

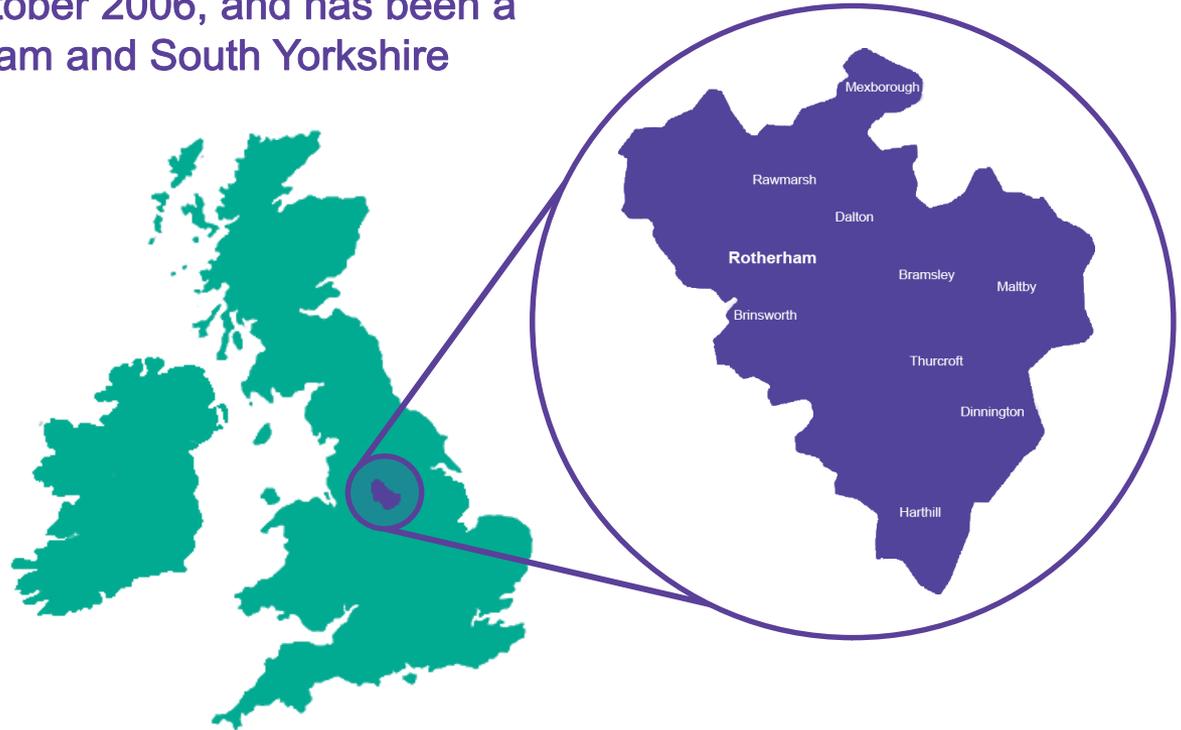
# why Rother FM?



Rother FM launched on 15<sup>th</sup> October 2006, and has been a part of everyday life for Rotherham and South Yorkshire ever since.

We broadcast 24 hours a day, from our purpose based studios, across the whole of Rotherham and we are a part of everyday life for over 47,000\* adults every week.

We also get many listeners from outside our transmission area from the likes of Sheffield, Barnsley and Doncaster.



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 Rother FM time and time again.

\* Source: RAJAR/Ipsos MORI/R SMB Media. March 2014.

# recruitment.



Unlike most media, Rother 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.

Rother FM has an audience of 47,000 adult listeners every week.  
Rising to 73,000 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 £320  
Total investment £425

## 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.



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