



# YOUTHCOMM

## RADIO 106.7fm

WORCESTER'S HIT MUSIC STATION

# Who We Are

- Youthcomm Radio is Worcester's Hit Music Station...  
playing more of the latest music **than any other station in the local area**
- We love talking about the places and people in our local area
- We broadcast from the heart of Worcester's community
- Youthcomm was **established 14 years ago** and has continued to grow a large and loyal audience across Worcestershire
- We are committed to working partnerships with local advertisers
- Youthcomm Radio is **fun and relaxed**





# Where Do We Broadcast?



Youthcomm Radio can be heard by over **500,000 listeners** across Herefordshire & Worcestershire and the surrounding areas on FM & DAB



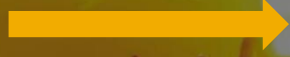
# How does Radio Work?

What you SAY



What is your advertising message?  
What makes you different?  
What's in it for the listener?

How you SAY it



Your Creative Brand  
=  
Your Commercial

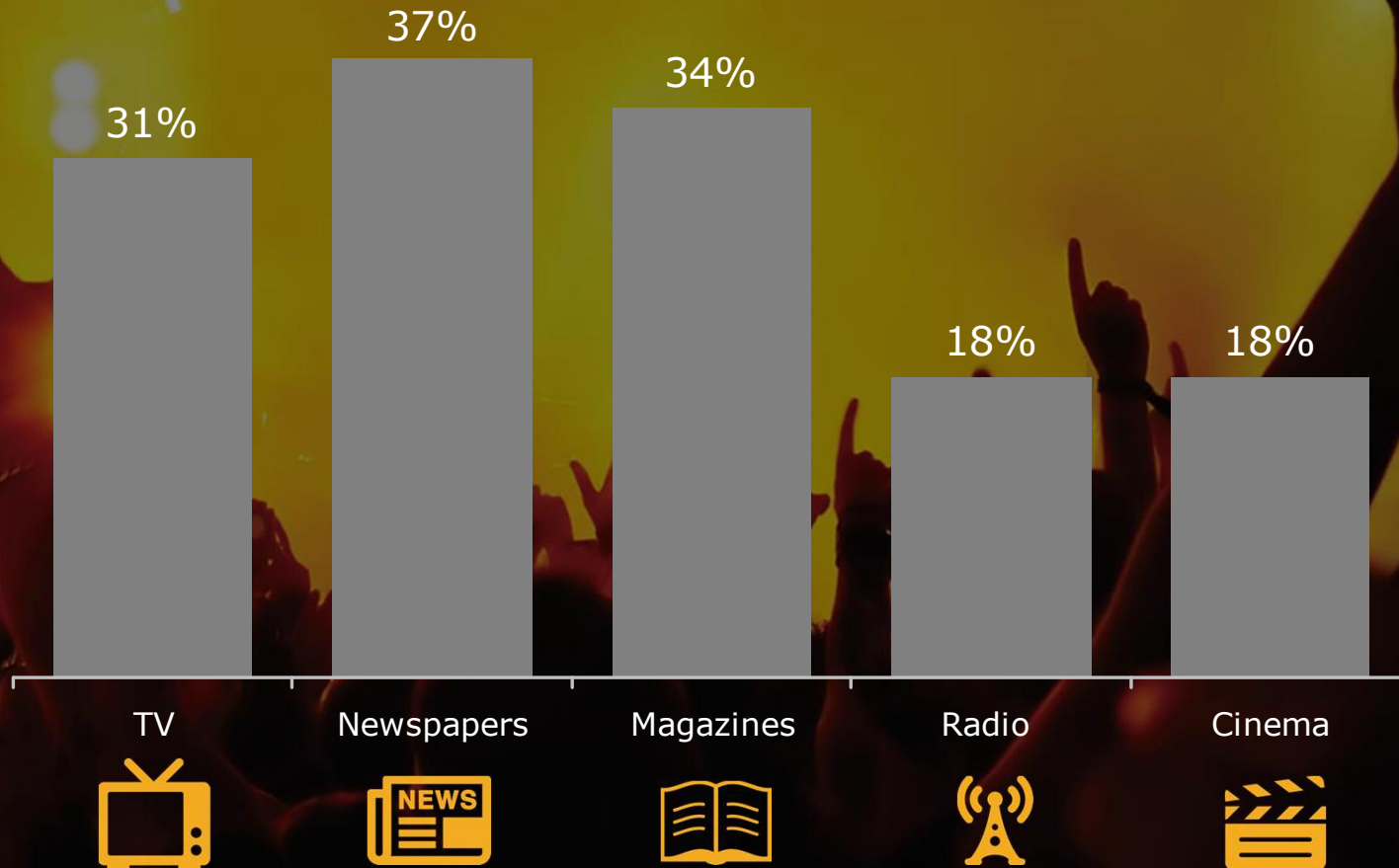
How often  
you SAY it



How many times a listener has the  
opportunity to hear your  
commercial...

**it all comes down to budget**

# High Levels of Ad Avoidance Hinder Outreach in Traditional Media



% of ads by medium which are "hard avoided" by medium



# What We Do Best

- **The BEST MIX** of today's current music mixed with the songs from your youth
- Target Audience: 18 - 40 years olds but plenty of older listeners too!
- **24/7 broadcasting** from our local transmitters
- Online - Up to date source of essential local content at [www.YouthcommRadio.com](http://www.YouthcommRadio.com)
- **Broadcasting across Worcestershire on 106.7 FM**
- **On DAB Digital Radio across Herefordshire, Worcestershire, Cheltenham, Tewkesbury and Gloucester**
- Keeping our listeners up to date with relevant local information such as traffic, news and weather
- **We've been part of the community since 2007, working with local businesses for events and shows**



# What We Do Best

Our high quality programming and identity with Worcester widens our appeal to many listeners



[www.facebook.com/ycradio](http://www.facebook.com/ycradio)



[@Youthcommradio](https://twitter.com/Youthcommradio)



[sales@youthcommradio.com](mailto:sales@youthcommradio.com)



*Youthcomm Radio offers a range of advertising solutions to suit your business*

*Tailor-made commercial airtime / sponsorship / promotional / digital & social media packages available*



**YOUTHCOMM**  
**RADIO 106.7fm**  
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# Stats and Facts

- In the past year Youthcomm Radio's social media presence has **doubled**
- Youthcomm Radio plays the best of the 90's, naughties (00's) and Now! The songs from your youth! So our listeners range from 18 to 40 and above.
- We play the latest Hit music before any other station in Worcestershire – record companies want and ask us to play their songs on Youthcomm Radio
- We promise to work only with, and support, local businesses. We don't carry national advertising.
- Youthcomm Radio has worked with many high profile businesses and have been media partners with events such as Worcester Rugby Club, Worcester Festival, Worcestershire Hour, Mello Festival, Worcester Wolves, Worcester Racecourse, Worcester County Cricket Club, the County Council, City Council and many others.





# Your Creative

- We will take a brief from you and pass the details to our creative writer who will write a script based on what you want to achieve
- We will write, voice and produce your radio commercial for you in our studio in Kempsey, Worcestershire.
- We have access to hundreds of professional voiceovers and have years of experience in producing adverts, jingles and music so we are confident we can produce something you love and your customers will react to.



# Summary

Our campaigns talk **directly** to your target market

We have a range of opportunities for our listeners to hear your message and **make the campaign a success**

The message will **hit your customers hard** and your competitors even harder





# Airtime Schedule: 1

	Mon	Tues	Wed	Thu	Fri	Sat	Sun
06:00 - 11:00	2	1	2	1	2	1	2
12:00 - 14:00	1	1	1	1	1	1	1
16:00 - 18:00	1	1	1	1	1	1	1

**25 x 30" commercials per week**

**£125 Per Week**

**1 x 30" Commercial Production @ £150**

All Investments quoted based on 30" Commercials



# Airtime Schedule: 2

	Mon	Tues	Wed	Thu	Fri	Sat	Sun
06:00 - 11:00	2	2	2	2	2	2	2
12:00 - 14:00	1	1	1	1	1	1	1
16:00 - 18:00	2	2	2	2	2	2	2

**35 x 30" commercials per week**

**£170 Per Week**

**1 x 30" Commercial Production @ £150**

All Investments quoted based on 30" Commercials





# Airtime Schedule: 3

	Mon	Tues	Wed	Thu	Fri	Sat	Sun
06:00 - 11:00	3	3	3	3	3	3	3
12:00 - 14:00	1	1	1	1	1	1	1
16:00 - 18:00	2	2	2	2	2	2	2

**42 x 30" commercials per week**

**£200 per week**

All Investments quoted based on 30" Commercials

**\*\*\*Exclusive with this offer: 1 x Commercial Production worth £150\*\*\***

(when booking a campaign over 3 months in duration)



# CONTACT

**PAUL ELLERY**

Youthcomm Radio  
Swanpool Walk  
Worcester  
WR2 4EL

**(07704) 928 010**

[paul.ellery@youthcommradio.com](mailto:paul.ellery@youthcommradio.com)

