

RADIO TAMWORTH

ADVERTISING AND SPONSORSHIP GUIDE



WELCOME TO RADIO TAMWORTH

Thank You for choosing Radio Tamworth!



We're excited to help your business reach thousands of local listeners across Tamworth and the surrounding areas.

Whether you're looking to increase awareness, promote a special offer or become a recognised local brand, we'll work with you to create an advertising campaign that delivers results.

Our campaigns are designed to be straightforward, affordable and tailored to your business.

OUR ADVERTISING PACKAGES

WE CAN HELP YOU!

Reach thousands of local listeners every day through radio, digital and social media. Whether you're looking to increase brand awareness, promote an event or generate more enquiries, our advertising packages are designed to put your business in front of the local community.



THE COMMUNITY CHAMPION

£25 PER WEEK

**£100 ONE-OFF
PRODUCTION FEE**

MINIMUM TERM: 2 MONTHS

The Bronze Package is the perfect introduction to radio advertising, offering an affordable way to put your business in front of thousands of local listeners while building awareness within the Tamworth community.

THIS INCLUDES:

- One 45 second radio advert promoting your business, played up to 12 times per day, seven days per week
- A Minimum of one radio interview every two months with a presenter and a member of your staff (e.g. Breakfast Show, Drive Time, Business Show) talking about your business



THE LOCAL LEGEND

£35 PER WEEK

**£50 ONE-OFF
PRODUCTION FEE**

MINIMUM TERM: 3 MONTHS

Our Gold Package is designed for businesses looking to strengthen their local presence through a combination of regular radio advertising, on-air engagement and social media exposure. It's ideal for businesses wanting to build brand recognition and connect with the local community.

THIS INCLUDES:

- One 45 second radio advert promoting your business, played up to 12 times per day, seven days per week
- A Minimum of one radio interview every two months with a presenter and a member of your staff (e.g. Breakfast Show, Drive Time, Business Show) talking about your business
- Social Media Support including:
Regular sharing & photo or video content on social media and Specific TikTok lives at events
(our lives are now hitting over 2million likes each week)

THE HEADLINE HERO

£45 PER WEEK
**NO PRODUCTION
FEE**

MINIMUM TERM: 6 MONTHS

Our Platinum Package is our ultimate advertising partnership, designed for businesses looking to become a recognised name within the local community. Combining high-frequency radio advertising, programme sponsorship, regular on-air features and extensive social media exposure, this package provides maximum visibility across Radio Tamworth's platforms.

THIS INCLUDES:

- One 45 second radio advert promoting your business, played up to 12 times per day, seven days per week
- A Minimum of one radio interview every two months with a presenter and a member of your staff (e.g. Breakfast Show, Drive Time, Business Show) talking about your business
- Social Media Support including: Regular sharing & photo or video content on social media and specific TikTok lives at events. (our lives are now hitting over 2million likes each week)
- Sponsorship of Daytimes with 10 second promo played out twice an hour from 10am till 4pm each day ("Daytimes on Radio Tamworth, sponsored by XXX" – then a generic tag line of your choice)



EVERY PACKAGE INCLUDES

PROFESSIONAL ADVERT PRODUCTION

Our experienced production team will:

- Write your advert with you
- Professionally voice your advert
- Add music and production
- Provide approval before broadcast

No experience with radio advertising? Don't worry—we'll guide you through every step.

GETTING STARTED WITH RT:

Getting started is simple!



Step 1

Choose the package that's right for your business.

Step 2

We'll arrange a short meeting to discuss your business and advertising goals.

Step 3

We'll write your advert and send it to you for approval.

Step 4

Our production team records and produces your advert.

Step 5

Your campaign goes live across Radio Tamworth.

WHERE CAN PEOPLE HEAR YOUR ADVERT?

Your business will be heard across all Radio Tamworth platforms.

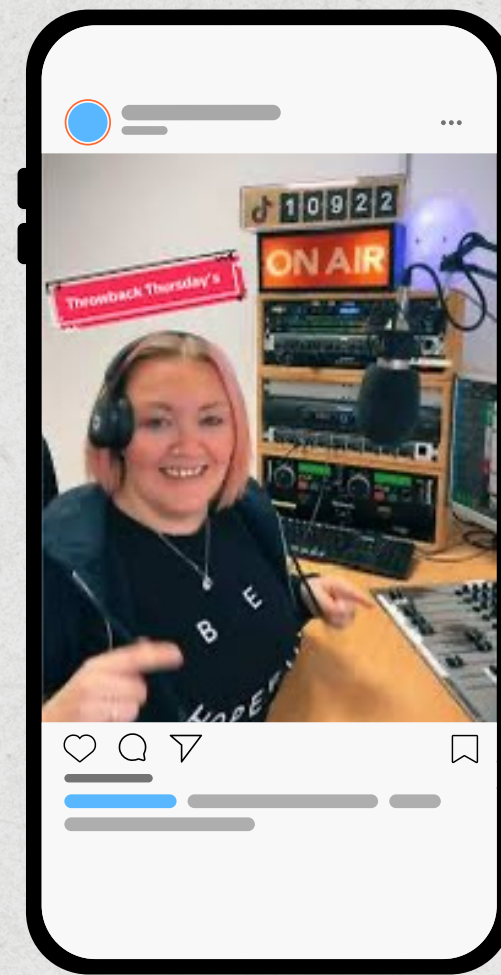
 106.8 FM

 Radio Tamworth Online

 Smart Speakers



100K+
WEEKLY LISTENERS



2.5M+

**AVERAGE LIKES ON
OUR LIVESTREAMS PER
MONTH**

WHY ADVERTISE WITH RADIO TAMWORTH?

- Reach thousands of local listeners every week
- Affordable advertising packages
- Flexible campaign options
- Trusted community radio station
- Strong social media presence
- Over 2.5 million TikTok Live likes every week
- Professional advert production included

READY TO GROW YOUR BUSINESS?



Get in touch today to discuss how Radio Tamworth can help your business reach more local customers.

EMAIL: SALES@RADIOTAMWORTH.CO.UK