

107.5

switch

radio 

www.switchradio.co.uk

**Marketing and communication
for your business**



107.5 Switch Radio launched in 2010 and broadcasts to over 100,000 people in north east Birmingham. People can also hear the station on line at switchradio.co.uk

Switch Radio provides locally focussed programmes designed to entertain and inform the community.

It combines a wide and varied music mix with local and national news, discussion shows, sport, what's on guides, weather and, of course, community information.

107.5 Switch Radio plays music that appeals to a wide cross section of the community and features some of the world's greatest artists from the last 5 decades, right through to the cream of the current music scene.

The station also broadcasts a range of dance, rock, soul and hip hop shows to ensure a broad spectrum of tastes are catered for.

AND THAT'S NOT ALL WE DO...

On Air

Switch Radio helps the community in other ways too. We provide training so that people can get involved in radio, as well as education projects to develop the talents and aspirations of young people.

**Contact Frank Kennedy at Switch Radio
Tel 0121 749 1343 E mail sales@switchradio.co.uk**





Our transmission area

Broadcast area

North East Birmingham

Population

100,000+

Core Audience

15-65 year olds



Contact Frank Kennedy at Switch Radio
Tel 0121 749 1343 E mail sales@switchradio.co.uk





AFTERNOONS
Valerie B
Friday 2pm

Why Radio?

Radio advertising works

That's why there are now over 200 licensed community stations and 320 commercial radio stations in the UK.

Radio is universal

It reaches the places other media cannot reach: the home, the car, the bath and the bedroom.

Radio is immediate

We do not have normal deadlines and you can speak to your potential customers at any time of the day or night.

Radio is personal

Listeners trust their favourite radio station and your commercial forms part of our output.

Radio is flexible

We'll work in partnership with you to build a campaign that's right for your brand.

Radio is intrusive

If you're listening to the radio you cannot avoid the commercials.

Radio is creative

We will help lift your brand 'off the page'.

Radio is cost-effective

With reduced wastage your message reaches our listeners – your customers – in the area.

Radio advertising works through REPETITION and REPETITION builds REPUTATION.

Contact Frank Kennedy at Switch Radio
Tel 0121 749 1343 E mail sales@switchradio.co.uk





What you need to do to get on air

Step 1

Decide on what message you would like to convey in your commercial.

How long will this take to say?

Step 3

What package would give you the exposure you need and fit within your budget?

Would you benefit from association with a particular part of the station with sponsorship?

Step 2

What type of advert would you like?

Humorous? A catchy song - a jingle?

Straight sales pitch eg. offers and prices?

Brand reinforcement?





MOMENTUM
DJ Roc1
Wed 7pm

What types of commercial are there?

Single Voice

A male or female voice reading the script

Celebrity Voice

A celebrity reading your script

Multiple Voice

Two voiceover artists reading the script or following a conversation between two people

Jingle or song

A specially written song to promote your brand or product

Voiced adverts can also have backing music and sound effects



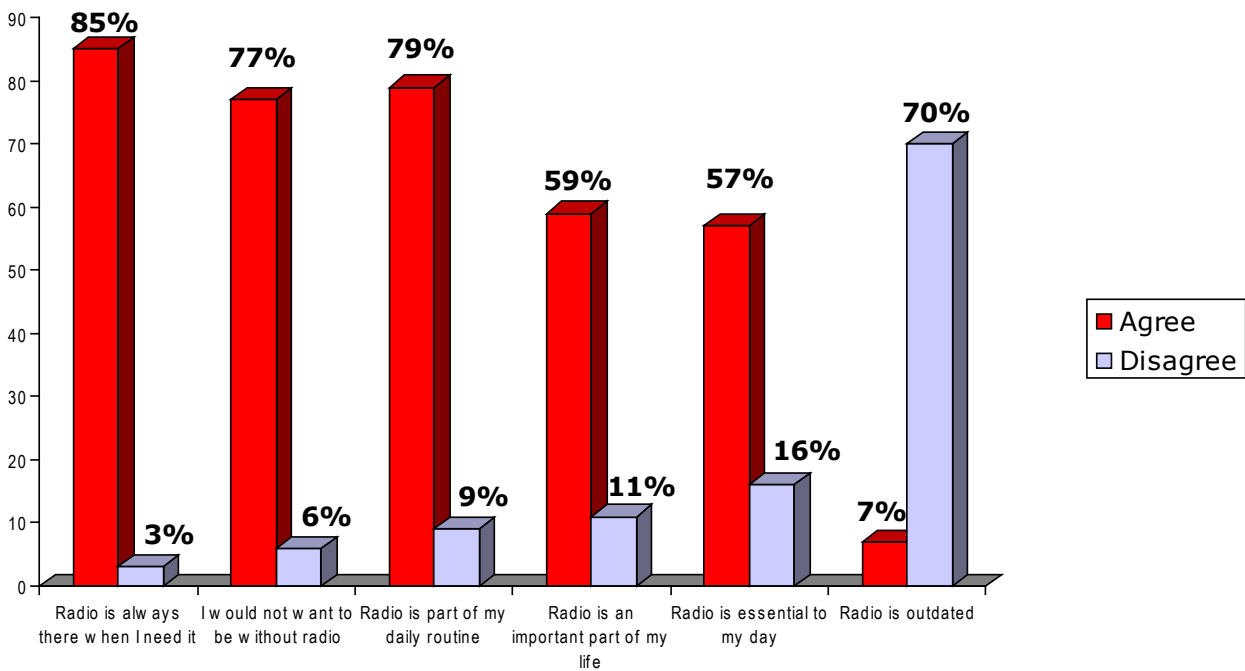
Contact Frank Kennedy at Switch Radio
Tel 0121 749 1343 E mail sales@switchradio.co.uk





THE ASYLUM
Wayne
Friday 7pm

Radio remains relevant and important to modern consumers...



Source: RadioCentre/Ipsos-MORI, The Big Listen Phase 2, 1001 15-44 respondents (April/May 2007)

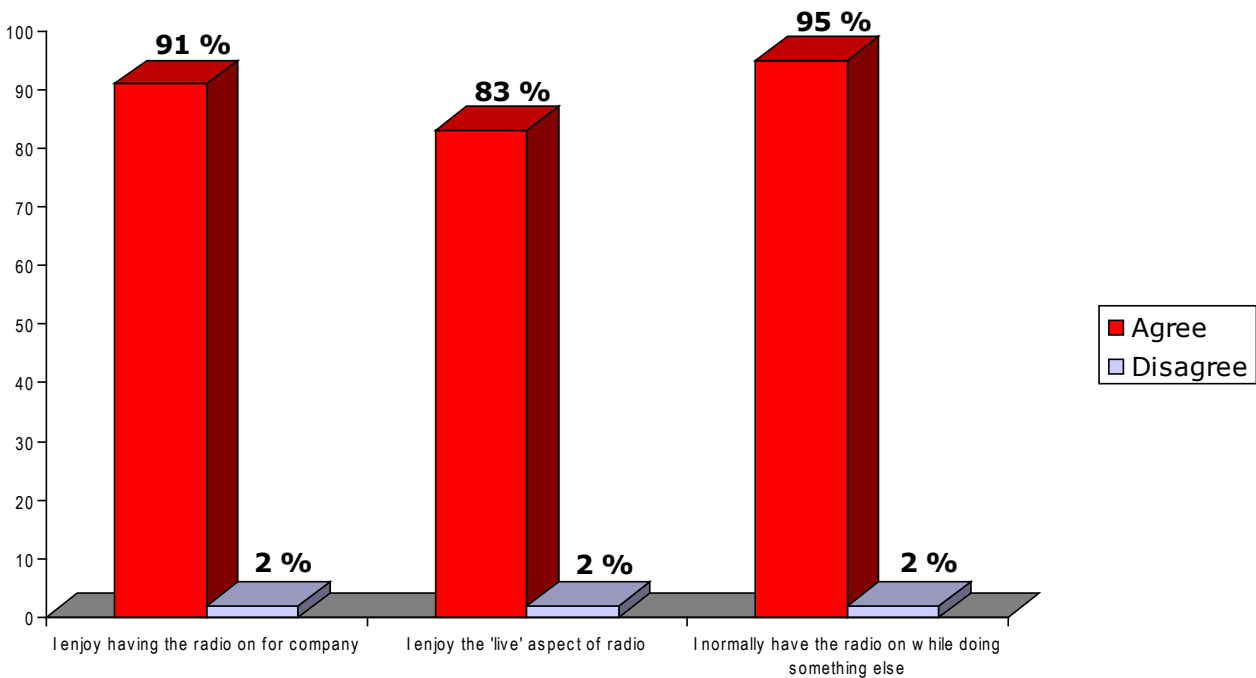
Contact Frank Kennedy at Switch Radio
Tel 0121 749 1343 E mail sales@switchradio.co.uk





AFTERNOONS
Natasha
Wed 2pm

Radio's traditional key strengths endure in a multimedia age...



Source: RadioCentre/Ipsos-MORI, The Big Listen Phase 2, 1001 15-44 respondents (April/May 2007)

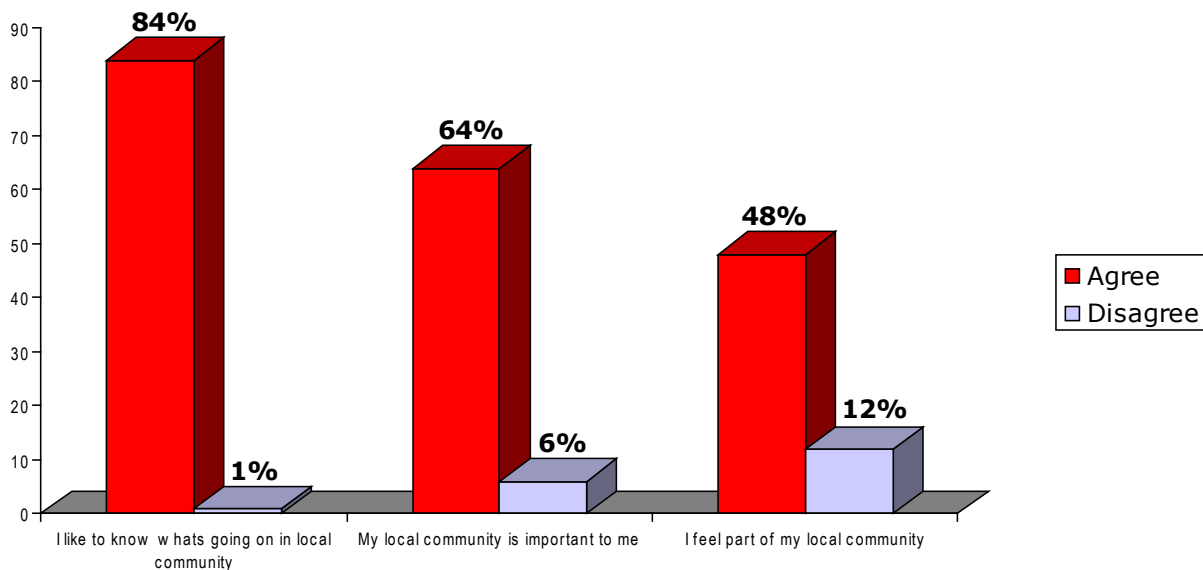
Contact Frank Kennedy at Switch Radio
Tel 0121 749 1343 E mail sales@switchradio.co.uk





THE SURGERY
Scott Baldwin
Thurs 3pm

Locality remains an important part of many people's lives...



Source: RadioCentre/Ipsos-MORI, The Big Listen Phase 2, 1001 15-44 respondents (April/May 2007)

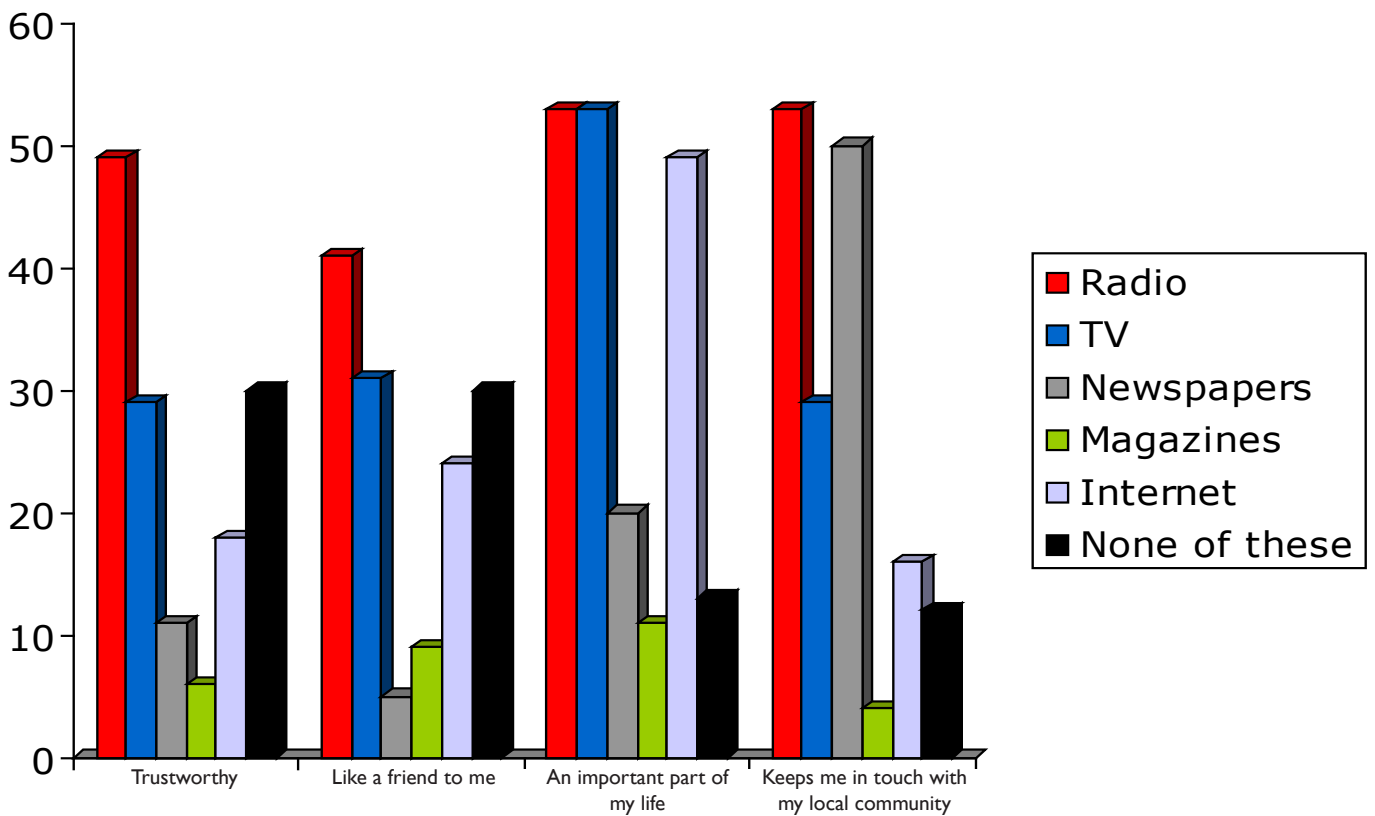
Contact Frank Kennedy at Switch Radio
Tel 0121 749 1343 E mail sales@switchradio.co.uk





ROCK SHOW
DJ Beerman
Thurs 9pm

Radio vs. other media



Source: RadioCentre/Ipsos-MORI, The Big Listen Phase 2,
1001 15-44 respondents (April/May 2007)

Contact Frank Kennedy at Switch Radio
Tel 0121 749 1343 E mail sales@switchradio.co.uk





Could your business benefit from advertising on 107.5 Switch Radio?

Get in touch to find out how cost effective advertising on radio could be for you.

Contact Frank Kennedy at Switch Radio
Tel 0121 749 1343 E mail sales@switchradio.co.uk

