

ADVERTISE WITH US

Thank you very much for your interest in potentially advertising with True North Radio. As a local business like yourselves we know how important it is to get your name out there and generate new customers. Any revenue raised goes back into the station allowing us to provide content for the community. In 2025 we launched digital on the local meaning up to 1,190,000+ people in and around the north can listen to us. Please find below details on how we can help your business grow as well as "10 REASONS WHY RADIO WORKS". If you have any questions, please email truhousmedia@gmail.com.

Why Does Radio Work For YOUR Business?

Radio is an effective advertising medium because it's 100% audio-based. The advertiser's message can resonate in the consumer's ears with proper voice acting, sound design, and copy. A radio ad is cost-efficient, targeted, easy to track, and extremely effective if done properly.

10 Ways how True North Radio could increase your business revenue.

Radio Reaches a Huge Audience

The number of people listening to the radio is continuing to increase. Over 10 million people listen to a commercial radio station for at least one hour every week of the year.

Radio is Targeted

Radio allows messages to be tailored and localised to each audience. Each radio station is operated with specific market segments in mind, so your product or service will be advertised to your exact target market.

Radio Cuts Through

Radio is the medium that people spend most time with throughout the day, providing opportunities for a message to reach its audience. People carry out a wide range of activities while listening to the radio. And media surveys always show that radio listeners are far less likely to "tune out" when ads come on the radio, compared to television. Ask yourself – how often do you change channels or get up from your seat when the ads come on TV? Do you do the same while listening to the radio?

Radio is the Anywhere, Anytime Medium

Given radio's portability, advertisers have the opportunity to reach people on the go, giving them an edge over competitors. The accessibility enables listening to occur in places that other media may have difficulty reaching, for example your target customers don't read a newspaper or magazine whilst driving, nor do they watch TV whilst working in the garden. Today, radio even overlaps with digital media via downloadable radio station apps.

Radio Is the Pulse of the Community

Radio is live and local so it reflects the community. People listen to the radio to find out what is happening now in their community such as special events, news, traffic updates, weather reports, sport and entertainment. It's more local than global.

Radio Offers Promotional Opportunities

A "live broadcast" at your location, sampling your product on air, running a competition. Promotions can be hard to do with social media, print or television, but radio can offer this sort of target involvement at an affordable price. And it can really personalize your product or service to your target customer.

Radio is Influential

Radio is the medium to build top-of-mind awareness – for example, careful time placement of ads can have a real impact. Studies show that radio content influences people, because they feel they are hearing it from a "friend" and referrals are always the best type of sales opportunity.

Radio Reaches Your Target Customers

With frequency advertising works by repetition. Your target customer may well need to hear your commercial three or four times before they respond to your call to action. To reach this level of frequency, radio advertising is usually more cost effective than other media. People choose to listen to radio – they want to listen and be engaged and they listen on average to almost 15 hours of commercial radio each week.

Radio is Flexible and Immediate

Radio commercials can be created quickly without the production and delays of other media. Copy can be produced and revised at short notice. A radio advertising campaign can be up and running within a week.

Radio Provides a Strong Call-To-Action

Radio commercials can be selectively scheduled by day-part and weekday, enabling messages to be delivered close to purchase. Listeners can act on an advertiser's message and participate in station competitions.

Interested? Please email truhousmedia@gmail.com with your details and one of our team will contact you to take it further.

Advertisement Information (Updated March 2025)

(Minimum 3 Months Per Advert)

Advert Duration & Costs, All include a one off \$50.00 Scripting & Production Cost

- **3 Months = \$300.00**
- **6 Months = \$531.00 (10% Discount)**
- **12 Months = \$960.00 (20% Discount)**

True North Radio Advertising Terms & Conditions

- Businesses Gain Exclusive Airtime Rights So No Other Business of the Same Nature Will Be Advertised Whilst Your Campaign Is Active.
- All Produced Adverts Carry a One Off Production Fee. Re-edits Are Charged at \$20.00 Per Change. Client agrees to pay the following rate as payment for Brumside Radio airing their ads in according with the advertising schedule.
- Adverts Can Range Up to 60 seconds and Will Be Played Between 10:00 a.m - 10:00 p.m. The ads will be scheduled daily to best suit the client. We reserve the right to amend the schedule, at times of national emergency, national mourning or where the advertising may be considered inappropriate.
- This Is for A Month Campaign (Min of 3 months) Special Offers Can Be Negotiated for longer periods.
- True North Radio Will Not Promote Anything That Can Offend Both Verbally & Graphically.
- Adverts & Sponsorships Must Be Set Up in Advance and Payment Via Cash, EMT or Credit Card. Nothing Will Be Produced in Advance. Client agrees to make payment to Station within 30 days of receipt of invoice via electronic bank transfer, standing order (multiple period packages only) or when a continuing agreement, no later than the 3rd of each calendar month. This agreement may not be modified save for a joint amendment approved in writing by both the Client and the Station.
- All Payments to True North Radio Must Be Authorized by A Company Director. This agreement will commence as of the Client's signature date and will continue so long as Client wishes to continue. The advertising period will commence from the first day of the month.
- True North Radio Takes No Responsibility for Errors Submitted. Scripts MUST Be Signed Off and Payments Made Before Production Commences.
- Clients may cancel this agreement at any time providing written notice via email or recorded delivery mail to the station. Whilst on air advertising will be halted as soon as possible we cannot guarantee immediate cancellation and no refunds will be given for any unused campaign time.
- Both parties agree to indemnify and hold each other harmless from any liabilities or damages stemming from the execution of this radio agreement.
- Intellectual Property the client agrees that the content of Client's ads shall remain True North Radio's intellectual property and agrees to make no claims otherwise. True North agrees to license the ad to the Client for use on the Client's social media, Website and other digital platforms, so long as True North Radio is tagged and/or linked. The Client may not use the ad on any other radio station without express permission.

Please describe your advert in detail. Include as much of the information as possible for the ease of advertisement production.

Thank you for supporting your local community station.

Email for details: truhousmedia@gmail.com