

# LFM 88.2

on season advertising

# rate card

# 2011-2012

## contact us

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Whitianga

## why radio?

### Radio is everywhere.

It's in your home, your car, at work, where you shop, and online.

- > Radio delivers excellent frequency and repetition
- > Radio is focused
- > Radio commercials are personal and evoke emotion
- > Radio creates word of mouth about your product
- > People spend more time with Radio than with any other medium
- > You're always on the front page with radio

## why lfm 88.7?

### Whitianga's hit music station.

- > LFM plays less ads, and more music - meaning your ad is more effective
- > LFM has a unique, modern approach to radio & web advertising
- > LFM is current. With the newest music and news
- > LFM is locally owned and operated, right here in Whiti
- > LFM's initial target audience is from 10-39yrs, but is now attracting all age groups, male and female

## about lfm

### LFM is local.

LFM prides itself on being community owned and gets behind many local community events

- eg:
- > Provided music/DJ for the Whiti Fireworks Display
  - > Playing non-profit community notices free of charge
  - > Interviews live on air with locals & NZ music artists
  - > Running free summer events such as Volleyball
  - > Running free parties at the Blacksmith Bar for locals

# our rates

## one week

price (\$)

> :30 second Ad  
12 spots/5 days - 60 spots total **50**

> What's On Notices - Commercial Spot  
11 spots/7 days - 77 spots total **35**

## one month

> :30 second Ad  
7 spots/5 days - 35 spots total per week **29.99**  
per week

> 2 Hours Music Block - 4 per week  
Exclusive sponsorship **32.99**  
per week

> Commercial Ad Lib  
On LFM Predrinks Radio Show each Friday **25**  
per month

## two months or more

> :30 second Ad  
7 spots/5 days - 35 spots total per week **27.99**  
per week

> 2 Hours Music Block - 4 per week  
Exclusive sponsorship **29.99**  
per week

> Commercial Ad Lib  
On LFM Predrinks Radio Show each Friday **20**  
per month

Free: includes your logo as sponsor on LFM website

## more options

Contact us regarding other exclusive sponsorship features that may be available  
eg: LFM Nightclub, LFM Predrinks Top 20 & other features

FREE scripting, voicing and production of all adverts  
\*one per month - extra cost will apply for additional services

## testimonials

### advertisers

"The ads have been terrific, and we have been 'blown away' by the large range in age of the listeners (we get this through feedback in our shop). From the young (under 10), to the middle ages (mid 50's and beyond...lol) The format of the station is a winning combo (more music, less ads) and when our ads are played people listen, remember and enjoy the (out there) ones.."

Duncan & Bev Wod, Flippers Foodbar

"Your creative ideas, flexibility and professionalism are a credit to you! The concept of less adverts works well for us - as when our advert is aired, your vast customer base always listens!..."

The Marketing Team, The Lost Spring

### listeners

"LFM provides music for the Whitianga locals who want to keep their finger on the pulse. They know what's hot in the pop music scene and without LFM, when we first moved here we would have had no access to music that was coming out NOW. A local station for local people with music at its' top priority. With competitions and give-aways that see the locals taking in live music. LFM is the station that gives the Whitianga music scene heart!"

Karlene Robottom

The logo for LFM 88.2 features the letters 'LFM' in a large, bold, white, hand-drawn style with black outlines and shadows, giving it a 3D effect. Below 'LFM', the frequency '88.2' is written in a bright yellow, rounded, hand-drawn font with black outlines.