

If any local business signs up for an advertising package with Phoenix 98FM through a recommendation from Shenfield CC, Phoenix FM will donate 15% of the money to the club. Please read on.



We are the local community radio station for Brentwood, Shenfield, Billericay, Hutton Mount, Ingatestone and the surrounding areas. 2014 was our most successful year to date with our listenership and views on our website going up substantially. We are currently getting 45-50,000 LOCAL listeners between our FM station and our online app, as well as over 2 MILLION hits per year to our website! Our social media activity has been highly praised as being the best amongst all community radio stations in the area with around 3700 genuine followers on both Facebook and Twitter. We have also just signed up RONNIE O'SULLIVAN to co present our Thursday night sports show!! He tweets each time before he goes on his show about Phoenix FM to over 300,000 followers!!!

Phoenix strives to support local charities and events and has an excellent standing in the local community, being involved in lighting up Brentwood/Shenfield, the Brentwood Firewalk, the Brentwood Festival, many events for St Francis Hospice (who also advertise with us as well!) and many more.

Our predominant listener ages are 25 -40, followed by 40-55, all of whom are obviously local, in an area which is well above the national average in earnings. In a survey we took out in 2013 we found that 79% of our listeners owned their own homes and had plenty of disposable income.

Advertising

Our basic rate for a yearly advertising package starts at £4000 + VAT. For this you would get:

5 x 30 second spot adverts per day, played between our primetime hours of 7am - 7pm (we do not put any advertising outside of our primetime as listener figures are lower outside these hours and we want to give our advertisers the best possible exposure.)

A direct link from our website to your own (2 MILLION HITS PER YEAR).

Full social media promotion on Facebook and Twitter.

The opportunity to come in throughout the year for live on air interviews to promote your business further.

We have other options in advertising and show sponsorship, for both smaller and larger budgets, starting from £1500 + VAT and going up to £10,000 + VAT and we'd be happy to tailor a package which suits you best. Obviously the bigger package you take out the greater your exposure to our listeners would be. We believe though that even our basic packages give you excellent coverage when compared to the major local newspapers as we have a greater reach and come in a lot cheaper. Plus your business gets advertised several times a day, giving it a chance to sink into people's minds, as opposed to a newspaper ad which can be skimmed over or read just once before the paper gets discarded. We have found a

lot more businesses moving over to us from local papers for this reason, and have several repeat advertisers with us. These include - Papa Johns Pizza, Lakeside Thurrock, The Baytree Centre, Brentwood Brewery, Spire Healthcare, Beeches Care Homes, St Francis Hospice, The Queens Theatre, Liquorice Shenfield, Ona Plate Shenfield, Court & Co, Eastgate Shopping Centre, Bennetts Funeral Directors, Gt Design, Essex Style Magazine, Affinity Legal Group and more. Many of these have upgraded from our basic package to more extensive ones as they have seen the benefit that our advertising has brought to their business. St Francis Hospice for instance started on our basic package and has now nearly doubled their business with us due to the amount of return they have been getting, despite them being a charity themselves!

SHENFIELD CC

How would Shenfield CC benefit from Phoenix FM's advertising? Basically if any business signs up to an advertising package with us through a recommendation from Shenfield CC, Phoenix FM will donate 15% of the money to the club. For instance, if one of your members has a business and wants to take out our basic £4000 + VAT a year deal, as outlined above, Shenfield CC would receive £600 from that deal! If that business re-signs the following year Shenfield CC would still receive 15% of our ongoing business with them!

For every third business that signs up with us through Shenfield CC, we will pay an extra bonus amount on top of the 15%. The offer has no limits and is ongoing!!! All you have to do is send people my way who might be interested and if they sign up Shenfield CC will receive their cut! It would also be great publicity for all parties involved as we can get people in for interviews at the station and also get pictures in the Gazette.

So, if you have a local business or know somebody who might be interested in taking out advertising with Phoenix FM, or if you have any questions and would like to discuss this further please feel free to get in touch on the number below and i'd be happy to run through things in more depth.

Kind regards,

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