

ADVERTISING YOUR BUSINESS WITH RADIO TE AROHA



ABOUT THE STATION

Established in 2021, Radio Te Aroha is a radio station owned and operated by the Te Aroha Dramatic Society Inc which in turn, owns and operates the Te Aroha Little Theatre in Honi St, Te Aroha. The Society is both an incorporated society and a registered charity. The station carries tourism information and advertises community groups, local charities, clubs, not-for-profits and local events for free. The station broadcasts locally via an LPFM (Low Power FM) frequency on 88.0FM and online internationally via its website at <http://radiotearoa.com> The FM frequency has a radius of about

5km to 8km from central Te Aroha but the website has a worldwide listener reach. The station's music mix is anything from the 1960s to today with specialist music genre shows on evenings and weekends. The station is fully automated and shares its studio with Te Aroha's Sleep Radio located at 12 Spencer St, Te Aroha. Live broadcasts are also possible and we've done so at the Aroha Cruise-In and live broadcast occasional alerts provided by Civil Defence and WeatherWatch.

Advertising on Radio Te Aroha

We recognised the hardship that a lot of local businesses suffered as a result of Covid-19 and introduced a policy of inexpensive commercial advertising on the station. Here's what we're now offering your business:

1. A radio advertisement up to one minute in length for your business for just \$200 a year, invoiced annually via email. There's also a discount of \$50.00 if you're a current financial member of the [Te Aroha Business Association](#).
2. You choose the content of your radio ad yourself with guidance from us but you have the final say on how it's scripted and sounds.
3. Your ad can be changed as often as monthly if you so choose.
4. An ad that runs on-air every 4 hours on average until such time as you want to change it, remove it or your 12 month fee expires without renewal.
5. The advertisement can be voiced by anyone of your choosing or we can voice it for you. Either you can write your own script or we'll help you put it together.
6. Once recorded, we email you a finished mp3 copy of your advert for your approval as well as an mp4 video version of the ad that you can upload to your own social media pages and social media groups that allow commercial advertising. The ad will also be uploaded to both the station's website [here](#) and our [Facebook page](#) to give your business extra long-term and on-demand exposure.
7. Your advertisement will be aired locally on 88.0FM and simulcast to an international audience on our website at <http://radiotearoa.com>

By investing in an advertisement with our radio station, you're not only promoting your business to the community and the world but also supporting the local Dramatic Society as well as your local community groups, charities, sports clubs, not-for-profits and schools with free advertising. Always remember that advertising your business is a cost so what you pay is tax deductible.

Please complete the application form attached and send it back to us.

John Watson
Station Manager
Radio Te Aroha
Phone (022) 1564708
Email: radiotearoa@gmail.com

A SUCCESSFUL ENTREPRENEUR ONCE SAID "YOU CAN'T SELL A SECRET"

YES, I WANT TO ADVERTISE ON RADIO TE AROHA

Your name (client)

Business name

Business address

Phone number

Email address

Website address

Facebook address

Yes please. I'd like to advertise my business on Radio Te Aroha. I understand and agree to the conditions set out in the 7 point summary above.

.....
Client

.....
Signed for and on behalf of Te Aroha
Dramatic Society Inc trading as Radio Te
Aroha

.....
Date

.....
Date

Forward this form via:

- Email – radiotearoha@gmail.com or
- mail to Radio Te Aroha, 21a Follis St, Te Aroha 3320