

ADVERTISING YOUR BUSINESS WITH RADIO TE AROHA



Radio Te Aroha is a not-for-profit community radio station which is 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, school events, clubs, not-for-profits and local events for free. We're able to do this with the money paid to us via our wonderful commercial advertisers.

The station broadcasts locally via an LPFM (Low Power FM) frequency on 88.0FM and online internationally via its website at <http://radiotearoa.com>, dozens of online radio directories and radio apps and our free Android and Windows app. Our FM frequency has a radius of between 5km to 8km from central Te Aroha but our online presence 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 for business launches and events 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 recognise the hardship that a lot of local businesses have suffered as a result of Covid-19 and have 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. Members of the [Te Aroha Business Association](#) qualify for a 25% discount.
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 weekly if you so choose – eg. weekly specials etc.
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. We can help you with free mp3 recording software that can be downloaded to your smartphone to enable you to record your own ads and email them to us for editing and adding music etc if you decide to choose this method. We can also record you voicing your ad using MS Messenger, Skype or Zoom. Alternatively you can leave the whole process to us by simply sending us your ad's script.
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 Facebook and Twitter pages to give your business extra exposure.
7. We also provide a free written advertisement on our website at <https://www.radiotearoa.com/ouradvertisers> for your business together with an on-demand audio advert with a link to a website of your choice – eg. business website, Facebook page etc.
8. Your advert will also be heard Monday to Friday between 9am and 5pm and on Saturdays 9am to 12 noon via Te Aroha's under veranda speaker system.

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 on page 2 below and send it back to us.

John Watson
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, 12 Spencer St, Te Aroha 3320