



Voice of Women World Wide

WOMEN'S

RADIO

STATION

MEDIA PACK



# Introduction

Women's Radio Station (WRS) is a not-for-profit Community Interest Company. WRS is a internet based radio station like no other completely unique in its programming. Regardless of race, religion, ethnicity, age or otherwise, from listener to presenter, WRS brings together women from all over the world. Produced by women of all individualities from around the world, it will present experiences and knowledge from personal experiences.

The objective of Women's Radio Station (WRS) is encourage conversation around all aspects of life, providing wit, warmth and wisdom to empower, inspire, educate and entertain the listeners.

Our intentions are to create a global community of women with a goal to travel around the world to connect them personally.

WRS offers companies and organisations, as well as registered charities, the opportunity to reach out to our market. But not only that the communities in which our presenters and contributors work with. We also offer charity partnership - if you are linked up to a charity the charity receives FREE advertising!

**Let us know which of the below options best fits your needs and would work for you. Or speak with us to discuss a bespoke package of features best suited to your line of industry and specialism.**





# Sponsorship and Advertising Opportunities

## Charity Advertisement

We care about social change within communities and we want to help! This is why Women's Radio Station is a not-for-profit Community Interest Company and is giving free air time to ALL Charities. Everything from Fundraising, promoting events to helping Global Charities.

To listen to our previous adverts, head to our Talking Directory on our website or email your enquiries to – [getinvolved@womensradiostation.com](mailto:getinvolved@womensradiostation.com)

### HOW TO SUBMIT YOUR ADVERTISEMENT

1. Charities are responsible for self-recording their own one-minute, free advertisement (on a computer or mobile) starting with:
  - a. Title of Charity
  - b. Biography about the Charity or Event
  - c. Close by quoting "for more information or to donate visit [www.womensradiostation.com](http://www.womensradiostation.com)
2. Your advertisement will be allocated with your charity, donations or "website landing page" link.
3. All donations received through the WRS website will go directly to your charity.
4. After your advertisement is aired, it will be transferred onto the "Talking Directory" page together with a short profile of your charity

For further information on how to submit your advertisement, please contact us as per email address above.





# Advertisement

## ADVERTISEMENT

Your 30 second advertisement to be played out during our schedule. These prices are based on a weekly period however can be extended to suit your time-line up to 1 month.

14 plays £90  
28 plays £160  
56 plays £280  
112 plays £500

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Post broadcast, the audio advert will remain online in our business archive section with the relevant details and links to your brand services.

This will be included in your packages for a playout of 2 months with option to extend for £35 per month.



WRS

# Sponsorship

## SPONSORSHIP - £500 -£1000

Company name and strapline attached to the programme of your choice, to be played before and after the show, for a tailor – made timeline.

- At the beginning of the programme
  - At the end of the programme Before
  - commercial breaks
  - At the end of commercial breaks
  - Further broadcast via podcast online
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## BRONZE SPONSORSHIP

Your Business is provided with:

- A 5 minutes interview with a member of your company – tailored to your product and company aims, recorded in-house at our studio, with one of our presenters (or via Skype) Broadcast of a one-minute advertisement attached to a specific programme of your choice.
- Self-contained advertisement will be played elsewhere in the scheduling
- Post broadcast, the programme will remain online in our business archive section with the relevant details and links to your brand services.
- Featured on all our social media
- Shared materials for use in your own company's marketing



# Paired Charity Business Advertisement

**Benefits to this option** - by supporting a charity, your company will receive tax benefits and recognition on air, along with your brand and the added benefit of increasing brand and company awareness as well as increase in sales. 50% of the cost of this package will go directly to the Charity of your choosing. A one minutes advertisement can be divided on the following basis:

- 30 seconds is allocated to the charity's message
- 30 seconds is for the company to advocate their support of said charity and advertise their brand.

**OR**

- 45 seconds is allocated to the charity's message
- 15 seconds is for the company to advocate their support of said charity and advertise their brand services or goods, features on the tail end of the advertisement

Once the agreed advertisement airtime has expired, the brand logo and links to the products or services will remain on the WRS "just giving" page, where all charity adverts appear free of charge, together with the recording for further exposure to both the charity and to the sponsorship company's brand.

These prices are based on a weekly period however can be extended to suit your time-line up to 1 month.

5 plays £50

10 plays £90

20 plays £160

40 plays £280

60 plays £500

Post broadcast, the audio advert will remain online in our business archive section with the relevant details and links to your brand services. This will be included in your packages for a playout of 2 months with option to extend for £35 per month.



WRS



# Premium Sponsorship Opportunities

## **OnLine**

Your Business is provided with:

- A 5 minutes interview with a member of your company – tailored to your product and company aims, recorded in-house at our studio, with one of our presenters (or via Skype)
- Broadcast of a one minutes advertisement attached to a specific programme of your choice
- A social media marketing agreement with WRS and / or the programme presenter
- Brand banner on the WRS home page and on the WRS Mobile App
- Company name and strapline attached to the programme of your choice to be played before and after the show, for a tailor-made timeline

## **Added Options**

### **On Line**

- Your logo and strap line in the top WRS Home Page banner including a link to your website, for 6 months.
- In the right-hand side panel of the Home Page, a button with an advertisement promoting your products / services with a “BUY NOW / BOOK NOW” or “Contact Us” button under the advertisement, allowing listeners to go onto your website landing page to purchase the advertised product or service or leading them onto your “Contact Us” page.

## **On Air**

### **Women’s Radio Station Big Bumper Credits**

Your company name and logo on the aired programme

- At the beginning of the programme and at the end of the programme
- Before commercial breaks and at the end of commercial breaks
- A 5 minutes air time interview by our programme presenter on a programme related topic
- Broadcast of a one minutes advertisement attached to a specific programme of your choice
- A social media marketing agreement with WRS and / or the programme presenter
- Brand banner on the WRS home page and on the WRS App
- Joint public press and PR opportunities for a period of 6 months
- Company name and strapline attached to the programme of your choice to be played before and after the show, for a tailor-made timeline



# Bespoke Packages

Sponsoring and advertising can be allocated as a package or on a bespoke level. The choice is yours!

Features include:

- Airtime
- Bumper Credits
- Raising your business profile
- Presenting your own programme related to a specialist interest
- Sponsoring a programme
- Sponsor the Channel
- Sponsor a Charity
- Sponsor a page on our Website
- Social Currency
- Advertising

...and more!







# Contact

Tel: 07939 442447

[getinvolved@womensradiostation.com](mailto:getinvolved@womensradiostation.com)

Jermyn Street Theatre, 16b Jermyn Street, London.

[womensradiostation.com](http://womensradiostation.com)

