

**CENTREFORCE 883**  
DAB DIGITAL RADIO

**ADVERTISING RATE CARD**

# **OUR HISTORY & OUR FUTURE**

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Centreforce Radio was the biggest and most influential underground radio station during the Acid House and Summer of Love era in the late 80s. It was the birthplace of the most influential DJs and record labels in dance music today. Centreforce went down in the status books of dance music history and played a crucial part in the music scene. As a pirate station, it closed in 1990.

Fast forward to 2019 and Centreforce went live on DAB radio on 14th July and now broadcasts to over 80,000 listeners online. It has a huge following on social media and events are sold out within days. Centreforce has 6.5million views on Facebook live, 80,946 unique listeners and 35,000 Facebook followers.

2019 sees its 30th anniversary and there will be high profile events throughout the year with the biggest names in the business headlining our shows.

## **ADVERTISE ON CENTREFORCE**

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Centreforce Radio has hit its annual predicted targets in just a few months with over 80,000 listeners through DAB and online, and with nearly 40,000 followers on social media, Centreforce is growing rapidly.

Advertising on the Centreforce Radio will allow your business to be able to buy airtime to reach your target audience regionally and nationally and we will work with you to tailor a bespoke advertising package to suit your business objectives and budget.

Centreforce's core audience is aged between 30 - 55 years old and our listeners are loyal, family orientated and passionate about house music as well as funk, soul and disco. Many of our listeners are original listeners from 30 years ago. The audience has a 60/40 male to female split who are united by their love of music.

We at Centreforce can help to produce your high quality commercial to deliver the right message to your audience at the right time and within your budget.

## **RADIO ADVERTISING BENEFITS**

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Radio is the most successful advertising platform for companies who are looking to build their business and their brand on a local, national and international level.

- Radio talks to people at the right time and place
- Radio works in 'realtime'
- Adverts reach people through having a captive audience
- Radio listeners soak up radio adverts
- Radio advertising has the lowest advert avoidance level compared to any other media.

# OUR CHANNELS

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## DAB RADIO



People tune in via their cars, homes or places of work.  
Potential London DAB reach 8.1 million.  
Our frequency is DAB+ London2 Centreforce 88.3

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## INTERNET



Centreforce streams globally via our website  
[www.centreforceradio.com](http://www.centreforceradio.com)

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## MOBILE



Listeners can stream via the Tune In and Radio Garden apps  
or stream directly via our website

# ADVERTISING PACKAGES

## BRONZE AIRTIME PACKAGE

56 SPOTS PER WEEK (8 PER DAY)

**£225 PER WEEK**

## SILVER AIRTIME PACKAGE

70 SPOTS PER WEEK (10 PER DAY)

SHOW SPONSORSHIP

**£250 PER WEEK**

## GOLD AIRTIME PACKAGE

84 SPOTS PER WEEK (12 PER DAY)

970 X 250 PIXELS BILLBOARD BANNER

ON HOME PAGE WITH HYPERLINK

SHOW SPONSORSHIP

SOCIAL MEDIA SUPPORT

**£275 PER WEEK**

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