

## White Coast Radio - The Station

Our first broadcast took place on-line in April 2023 as Radio Albir, from January 2024 the station gained a new name "White Coast Radio". As the new radio broadcaster for the Costa Blanca our mission statement of:-

**"More Music - Less Chat"**

has proved popular with our listeners expanding across the Cost Blanca & Europe.

Our on-line listening figures are growing exponentially, with an average increase each month in the amount of total listeners of 35% and a sustained increase in unique (new) listeners greater than 40% all of whom are prospective clients for our advertisers.

With a new website, the ability for listeners to download our superb app from Google Play and Apple App Store and the addition of Alexa demonstrates we have used the latest technology to ensure the service we provide is easy to access, user friendly and outstanding.

In the near future our plan is to broadcast across The Costa Blanca Region on F.M.

With the addition of new talented presenters, regular show programming and great music White Coast Radio offers a superb opportunity to raise the profile of your organisation and will keep our listeners (your prospective clients) fully informed on the goods and services you offer in a cost effective manner.

## Advertising on White Coast Radio

Advertising with White Coast Radio is easy, just chose a plan from the list below, supply the words for your advertisement and we will do the rest

### Basic Plan - 20 Second Spots - From €23.50 per Month

Two adverts broadcast per day - one in peak hours 10:00 to 18:00 & one outside peak hours  
One monthly inclusion on all our Social Media Sites and on "Sponsors & Advertisers" Page

### Standard Plan - 25 Second Spots - From €33.50 per Month

Four adverts broadcast per day - two in peak hours 10:00 to 18:00 (one a.m. & one p.m)  
plus two outside peak hours.  
One weekly inclusion on all our Social Media Sites and on "Sponsors & Advertisers" Page

### Premium Plan - 30 Second Spots - From €55.00 per Month

Four adverts broadcast per day - four in peak hours 10:00 to 18:00 (two a.m. & two p.m)  
plus four outside peak hours.  
One weekly inclusion on all our Social Media Sites and on "Sponsors & Advertisers" Page  
Sponsorship of a one hour playlist per week

Receive a discount of 25% on a three month contract



# White Coast Radio

## Advertiser Information



### Live presenter show sponsorship

Our popular presenters are available for you to sponsor

This offer is for Advertisers only, packages are available to promote the goods and services you have on offer during a "Live" show.



### Advertising Jingles on White Coast Radio

We will arrange for your advertisement jingle to be created using a Male or Female voice.  
You will need to provide the words for the advertisement as follows:-

You pay a flat rate of €30.00

You own the jingle enabling use for other marketing activities

Please note we are flexible on the amount of time your spot will run. Should you require a 30 second spot on a basic plan then an additional charge will be made but included in your advertising plan.

If you already own a jingle then of course we will use this without any further charge