

# Opportunities for Partners & Advertisers. ▶



**Durham.**  
**on air** ▶

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



# Hello. ▶

**Durham**  
on air

## We're the new, local voice of County Durham and we'd love to work with you.

Durham OnAir is the brand new local radio station for County Durham & Durham City. We cover local news, represent local businesses, and provide entertainment for the 857,000 people living and working in County Durham. We focus on all areas of pop culture, art, and news, playing a great mix of music from the past 5 decades, with entertaining chat and interactive features. Expect to hear music from the likes of Ed Sheeran, Katy Perry, Queen, Abba, Dua Lipa, Adele and Coldplay, as well as new emerging artists from the local County Durham music scene.

### How are we different?

We are truly local to Durham, with local presenters, local travel news, and prioritising the news and issues that matter to Durham, it's residents and businesses.

We broadcast online, and on DAB Digital Radio! People listen to us through our website, through smart speakers, at home, at work, in their cars and even on our smartphone apps. Thanks to

our free app, our audience are literally carrying us around in their pockets.

Internet based radio is now more accessible than ever, with online way for people to consume radio services.

Broadcasting online and on DAB means we can:

- Reach a wider audience, we are the local station you can listen to anywhere
- Listen at home, in the office, or on the go with a device our listeners already own
- No need to buy new equipment.
- Ensures our advertising rates are kept low, so we can best serve other Durham businesses and our broadcast partners.
- Our DAB coverage ensures over 800,000 adults in the North East are able to pick up our station on their DAB Radios.



# Why radio?



**89% of adults**  
listen to radio every week

**DAB**<sup>®</sup>  
Digital Audio Broadcasting

**68% of listening**  
is on a digital platform like DAB or  
mobile



**£7.70 ROI**  
on every £1 spent



Short lead time, low  
production cost. On  
air within 48 hours  
of enquiry



Radio advertising  
proven to boost  
online brand  
enquiries



Builds trust and  
familiarity around  
your brand in your  
sector



# Who are our listeners?

These are the people we speak to, and the people who engage with us. Our job is to make sure they know about you!

**233,966**

The population of County Durham that fall into our demographic!



**Aged 25 – 55**



**Young Professionals & Experienced Skilled Workers**



**They enjoy music, film, culture, art, quality television and current affairs.**



**Regularly use local business services, engage with the local community and attend concerts, restaurants, sporting events, theatre and cinema. They love using the high street and understand the benefits of supporting local business.**



**Active on social media and engage with brands they love.**



**They have a broader than average music knowledge, but still enjoy pop and chart hits.**





# How to listen

**Durham**  
on air



## **On DAB Digital Radio**

In your car, at work, or at home



## **On Our App**

Download our app to listen live to Durham OnAir 24 hours a day, on Android and iPhone



## **Smart Speaker**

Say “Alexa, Start Durham OnAir”



## **Via web browser**

[www.durhamonair.com](http://www.durhamonair.com) and through our broadcast partner sites.



## **Listen Again On Demand**

Listen again to all of our programmes on our website, or through our smart phone apps



## **Freeview TV**

You can listen to Durham OnAir on “Uk Radio Portal” that can be found on Freeview Channel 277





**We are now proud to be broadcasting around the North East on DAB Digital radio.**

Our DAB rollout is split into different phases, each phase making us accessible to a new part of the region.

We are currently available on DAB Radio across South Durham, Darlington, Tyneside, Newcastle and Gateshead, taking in towns such as Darlington, Newton Aycliffe, Shildon, South Shields, Whitley Bay, Blaydon and Northern parts of County Durham.

We are accessible to over 800,000 adults who own a DAB Radio in the area, not to mention those passing through or visiting who see us pop up on their car radio!

In future phases, we will be accessible across;

Sunderland: Expected 2024

Durham City: Expected 2024



Newcastle Airport

Newcastle

AVAILABLE ON  
DAB

AVAILABLE  
ONLINE

Sunderland

Chester-le-Street

Durham

Hartlepool

Bishop Aukland





Darlington



# Working with local businesses

**We know your audience, and we want them to know about you. There are many ways in which we can work together to get your message out there.**

**We will:**

-  Drive our audience to your brand, company and products
-  Build trust with your brand consumer, through trusted personalities and direct engagement based features onair and on our social media
-  Create amazing content, sponsored by you, to drive your sales.
-  Make sure your company is established as a key part of County Durham life!



**Durham.**  
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# Opportunities to work with us



## Advertising Spots

Between 7am and 7pm our advertising spots talk directly to our audience.

This is a place for your brand to establish familiarity with our listeners. Adverts can run for 1 month to a whole year. You can even use your slot to run numerous ads.

This is a great way to get a temporary message out to our audience, or to firmly establish your brand within County Durham.

### Advantages

- Immediate, regular, creative, builds trust in your brand and creates familiarity.
- Makes you more recognisable than competitors
- Create an immediate and emotive reaction with direct calls to action.
- Use our in house team to create your ad, or supply your own.



## Show Sponsorship

A dedicated team of radio personalities creating content that represents your brand.

As a show sponsor your brand will:

- Feature in the shows jingle packages and OnAir announcements
- Your brand is featured across all platforms including social media imagery and show advertisements.
- Live DJ announcements featuring your brand, your brand message and any announcements you wish to make, or products / events you want to feature.
- Different genres of show available to sponsor, from flagship shows like “Durham Breakfast” and “Durham Drive” to specialist music shows like “The Soul Cellar” and “Saturday Sport” or “The 80s Mixtape”. Specialised sponsorship ensures your brand is pushed to a specific audience to maximise conversions.



## Utility Sponsorship

Utilities offer high impact advertising options. Sponsor the content that our listeners need to hear!

**Weather** – Reports are broadcast every 30 minutes between the hours of 7am-10am Monday to Friday and every hour between 10am-7pm Monday to Friday.

**Travel** – Travel bulletins are broadcast every half an hour during weekday breakfast, with other travel reports taking place throughout the daytime programming until 7pm.

**Sport News Update** – National Sports news update throughout the day 7 days a week.

**Business News & Showbiz** – Business News & Showbiz News bulletins broadcast throughout the day Monday to Friday.

### Advantages

- Important content! Our listeners want and **need** to listen to this information.
- Create strong, long lasting familiarity with our listeners.

# Opportunities to work with us



## Features, Competitions and Promos

If you really want to make an impact, then work with us to create On Air and social media features. Games, promotions, interviews and competitions with big prizes. We have given away everything from mugs, to holidays, to a full wedding!

### Advantages

- Creates buzz around your brand and product, actively gets our listeners searching for and researching your product. Huge possibilities for content to 'go viral'.



## Show Shout Outs

Launching a new product or an exclusive weekend deal? Maybe you have some great social media content you'd like to drive traffic to? Live presenter shout outs can be used to directly send our audience to your product.

### Advantages

- Using DJ announcements ensures your message is part of the programme content, not part of our advertising reel, personal endorsement from our On Air presenting team opens up a conversation about your products and brand.
- Engages listeners with a clear call to action!



## Broadcast Partners

Become one of our broadcast partners. Help us spread the word about Durham OnAir, increase the reach of your campaign and get money off the price of your campaign.

### How it works

- Add our live player to your website, and talk about us on social Media
- Advertise us on social media and mailing lists, play us in store or on location
- Display our poster or decals on location & talk about us on social media



## Outside Broadcast & Live Events

Whether you are a restaurant or live music venue, we can create a live outside broadcast event to push your product, message and brand.

How about a full afternoon of programming from your kitchen, teaching our on air staff how to make your dishes? A live gig from your bar with some great up and coming artists?

The possibilities are endless, and your company takes centre stage.



# The BIG ne

Full sponsorship of the station and utilities. Become the ultimate partner of Durham OnAir and ensure that your brand is heard loud and clear across the county.

The Big One includes:

- Feature spots in our station jingles and imaging
- Feature across our website and social media
- Work with us to create amazing content focussing on your brand and engaging the people of Durham.



# Interested?

**We can't wait to work with you to get your message out there.**

**Contact the team now at Durham On Air to start the conversation!**

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