

Introducing...

# PROMO CAST

[www.coriniumradio.co.uk](http://www.coriniumradio.co.uk)

**Giving YOU the voice to promote your business to Cirencester and beyond...**



The  
*Voice*  
of Cirencester

## **Outline of Corinium Radio**

Corinium Radio is Cirencester's local radio station that has a 24/7 web based presence as well as live broadcasts during the weekends of the Cotswold Show and the Christmas lights turn on. Corinium Radio is a growing player for advertisers in the local business community and it has always supported local businesses through programmes such as Focus On Business and The Breakfast Show. The promocast feature on the Corinium Radio web site gives a new opportunity for local businesses to literally talk directly to customers and to provide a constant and immediate platform for customers to contact you.

## **Why your business should consider Promocasting**

A monthly promocast provides a really easy opportunity to talk directly to existing and new customers about your special offers, upcoming events and the latest news from your business. You can use the promocast as a great promotional tool and you can have a **direct link from your website to the Corinium Radio Promocast page**. Corinium Radio can also link your email address from your promocast so customers can make immediate contact after listening to your personal message.

**Turn over to find out more details on this introductory offer...**

# What is our offer?

For a monthly fee Corinium Radio will visit you and make a short recording for the promocast. The recording can take the form of either an interview or a direct, pre scripted message that describes your special offer, upcoming event or latest news from your business.



An interview gives the opportunity for you to promote your business and answer the questions that customers would ask if they were talking directly to you. Between January and December last year the Corinium Radio website had over 8000 unique visitors, with an average of 157 new visits per week - and the numbers are steadily increasing.

## ...So, how much will it cost?

The cost *per month* for the promocast and web link is **only £12.50** payable in one advance instalment of **£150.00\***

The **Promocast** contract is for 12 months.

You can buy **additional podcasts** on a one-off basis at £10.00 each per month.

**You can't afford not to be part of this new and exciting local business opportunity!!!**

\*A 10% discount applies if you place our ready-made "We support Corinium Radio" ad (which we will supply to you) on your web site home page. This brings the total cost of the whole package down to **£135.00 (no VAT)**.

All businesses advertising in the **Cirencester Scene Magazine** who also decide to make a Promocast will get an additional flag added to or by their advertisement, directing readers to the Promocast page, further increasing their visibility!

Contact Jan \*now\*, at Cirencester Scene Magazine:  
**01285 659673** or **info@cirencester-scene.co.uk**

**Contact: Geoff Carr on 07719 896039**