

Radio Advertising Rates

Radios are one such advertising medium that have an exceptional reach amongst the audience in all places. Radio is quite a unique medium with various features which remain unmatched by most mediums. Its ability to give a voice to your brand, its loyalty amongst the listeners and the impact that creates. But for advertisers that are new in the business or have never made use of this medium, understanding how it works and how its priced can get a little complicated which is why we have listed down certain criteria on the basis of which the rates for this medium are determined.

- **City-** The city that the advertiser wishes to run the campaign in is an extremely important factor. Different cities of the country differ from each other in terms of the radio stations that are playing there, the language, the demand for the medium and the listenership and thus the rates also vary accordingly. The rates are usually the highest in the tier 1 and tier 2 cities due to massive demand and high listenership in these areas.
- **Radio Station-** After deciding on the city, advertisers have to select the exact radio stations on which they would like to advertise. Different Radio stations target different age groups and have different listenerships and language of presentation and thus the advertiser has to first be clear with their requirements and then decide on the radio station. Radio Stations that have high listenership create a much wider impact for brands due to which they are very much in demand thus, the cost for advertising on these stations is the highest.
- **Format-** Advertising on Radio can be done in multiple formats. The most popular one amongst all the formats is through ad jingles. Besides this different radio station offer different options like RJ Mentions, Contests etc. The rates for each format differ from each other on different bases.
- **Frequency-** Frequency refers to the number of times the jingle is played throughout the day. The higher the frequency the better would be the overall impact in terms of both the reach as well as the impact on individual listener. The greater the number of times that a person listens to a particular ad jingle the higher would be the recall rate as well as the brand awareness.
- **Length-** The length of the ad jingle is also an important determinant of the total cost of the campaign. The longer the duration of ad jingle the higher would be the total cost. But the same time, a longer jingle does have its own advantages, it allows the advertiser to have sufficient time to convey their message and create a lasting impact.

- **Time Slot-** This is probably one of the most important factors in Radio Advertising. Choosing the right time slot is extremely important. Time Slots determine not just the rates but also the reach as well as the audience that gets exposed to the ad. Radio does not have balanced listenership throughout the day, there are particular times during the day when it is the highest and also times when it is the lowest. There are basically 3 time slots from which the advertisers can pick as per their needs and budget. The first is the Prime Time which includes morning and early evening hours when maximum people are listening to radio as they are traveling to their work place. The second is non-prime time which includes hours with lowest listenership and thus the rates for advertising in this slot is the lowest. The third is RODP or mixed slot in which the ads get equally placed through the prime time and non-prime time hours. The cost of advertising in this slot is moderate.
- **Campaign Time Period-** Just like all other mediums, the campaign time period that is the number of days for which the advertisers wish for their ads to be played also influences the cost. While the total cost of advertising for a greater number of days might be higher but in certain cases the agency might offer a discount if the campaign period is considerably higher.
- **Agency-** Agency that you select for the execution of your campaign also creates a vast difference in cost. But cost shouldn't be sole criterion when selecting the agency as the execution and the effectiveness of the agency also plays a key role. It is advisable not to buy services directly from vendors and instead go through with a trusted agency as they not only have greater bargaining power but also ensure smooth and hassle-free execution.

Why hire Excellent Publicity for Radio Advertising Campaign?

Excellent Publicity is an emerging and fastest growing advertising agency headquartered Ahmedabad with branch setups in Mumbai, Pune & Rajkot started its journey in the year 2012. Excellent Publicity is the one stop solution to provide best services to have remarkable ad campaigns all over the nation. We have as many years of experience in media buying, planning and execution and can provide high quality services with comparatively lower rates. Team Excellent has served thousands of clients and helped them in promoting their brands and reach the target audience successfully.

Team excellent is a talented, enthusiastic and well experienced group of people who provide a focused and to the point assistance to their clients and works with the motive of providing high quality services that combines creativity and value pricing. With Team Excellent's innovative ideas you can have ad campaigns that cut across all boundaries.

Our work speaks for itself when you see our clientele consisting of some of the most reputed brands of the world and India including Google, Swiggy, Indigo Airlines and various

others. Our campaigns not only have helped brands increase their sales in the short run but have also done wonders for their long-term brand image.

With Excellent Publicity, your only job is to dream big for your brand while we do everything from ideation to execution.

For more details, contact us or write us at inquiry@excellentpublicity.com.