

// Advertise on...



The Official Radio Station of
University College, London





UCL Union, 25 Gordon Street, London, WC1H 0AY
E-mail: sales@rarefm.co.uk
Website: www.rarefm.co.uk
Telephone: 020 7679 2509

// Introducing Rare FM

Rare FM is the radio station for University College London's 18 000 students.

We broadcast on FM (using Restricted Service Licenses) and online at www.rarefm.co.uk. Our next FM broadcast is planned for February 2007.

Our website receives 30 000 hits per month. Its content is constantly updated, not only with the latest station information, interviews and features but also gig and film reviews, events listings and student news, making it an invaluable resource for students in London.

We also organise popular events both within UCL Union and elsewhere, from live band nights to just our DJs showing off their skills.



// Why get involved with Rare?

UCL students are a target market you can't afford to miss out on. 73% graduate with Firsts or Upper Second Honours. They have an estimated spending power of £40m annually. And Rare FM is one of the best ways of reaching them...

- Radio is the most effective means of communication to 16-24 year olds according to independent RAJAR research.
- Rare FM broadcasts on FM at the beginning of the academic year, when students are at their most financially sound and receptive.
- www.rarefm.co.uk has 30 000 hits per month, increasing to over 250 000 during FM broadcasts.

Contact our Sales Team
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- Rare FM works closely with UCL Union's 150 clubs and societies, in which over 6,000 students are involved. Many choose to broadcast their own specialist shows; others participate in the weekly hour dedicated to showcasing the work of societies in general.
- In the last academic year, November saw 2445 unique listeners tuning in, with bandwidth usage suggesting at least 155 man days of listening... all before the huge publicity push in terms two and three.
- Our FM broadcast area (shown below) will cover all UCL and most intercollegiate halls of residence. Throughout the rest of the year, students listen to us over the internet.



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// How can you use Rare FM?

We offer a range of advertising and sponsorship packages to help any sort of business target the elusive student market...

// Advertise on the Rare FM website: www.rarefm.co.uk

- Excellent search ratings (especially with Google).
- 30 000 hits a month.
- Continually updated.
- UCL students' main source of information on gigs and events in London.



Basic rates:

Your company logo (linked to your website) on the Rare FM homepage: £75 per term

Banner at top of every page of the site: £500 per term

Banner on the 'Listen' page: £200 per term

20% discount if you book for the whole year (three terms)!

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// Broadcast Advertising:

Rare only carries a small number of adverts every hour. Your advert will never be played alongside more than three others of the same length, ensuring the attention of the listener is kept and your message is communicated effectively.

Adverts cost £5 per 30 second slot, with discounts from 10% if you buy 5 adverts per day or more.

Basic advert production (normally at a cost of £25) is free to small businesses or anyone buying over 5 adverts per day. Basic production includes one voice and suitable background music. Second or even third voices may be added for an additional cost.

There are no additional charges for companies supplying their own audio for the advert as provided any music used is copyright free or the relevant royalties have already been paid.

Longer adverts may be purchased in multiples of 30 seconds at the same rate with a maximum length of 120 seconds (2 minutes). Top and Tail packages are also available.



// All prices are negotiable.

Get in touch with our sales team to find out how we can produce a specialised package to suit your needs.



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// Show Sponsorship:

Rapidly becoming recognised as the best and least invasive way of getting your message across to consumers, show sponsorship on Rare FM will give you the following:

- Sponsor's name in every jingle during the show and promotional jingles for that show during the rest of the day, plus unspecified number of presenter reads.
- Sponsor's logo on printed show promotional material and show web page.
- An hourly advert during each edition of the show.

Shows currently seeking sponsorship:

	1 st Term
The Rare FM Breakfast Show Flagship show 8-10am (10 shows during FMBF)	£850
UCLU Clubs & Societies Show Twice Weekly Time TBC (4 shows during FMBF)	£300
The Film Show Weekly Time TBC (2 shows during FMBF)	£200

Any show on Rare FM is open to sponsorship, and we invite you to discuss with our sales team which might best represent your own brand values. It is also possible to sponsor a show all year round: again, rates are open to discussion.

Examples of other shows which you may be interested in supporting include...

- Specialist Music: Metal, Dance, Hip Hop, Classical, Bollywood
- Daytime Popular Rock and Indie Shows
- Spoken Word: Comedy, Books, News Review

Show details will be confirmed nearer the broadcast dates.

Case Study: STA Travel

STA Travel sponsored a weekly travel talk show, in which travel experts from STA Travel joined Rare FM presenters to discuss various travel locations and to answer questions from callers.



The show also promoted an event that STA Travel were organising and various round-the-world packages that they were offering. Off-air support came from distributing 10,000 flyers both on campus and through STA Travel stores. STA Travel reported an increased turnout at their event and more interest in their services from UCL students.

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// Event Sponsorship

Rare FM's events get a great response and turnout from the UCL community. Rates of sponsorship vary from event to event – in return for sponsorship you get:

- Sponsor's logo on promotional material for the event.
- Sponsor given the opportunity to flypost and flyer during the event with additional promotional activity by arrangement.

Events range from live band nights, to club nights hosted by our DJs to pub quizzes! Truly something for everyone!

Regular Events....



i like it rare

A fortnightly (migrating) club night, run by the station using the station's DJs. Currently based in Islington, the club is making a name for itself in the capital's alternative clubbing scene.

www.ilikeitrare.co.uk
www.myspace.com/ilikeitrare

ILIR has excellent attendance figures with a queue every week (with a longer queue to get to the bar!) and is proving very popular with both UCL students and members of the public alike.

Live music has now become a staple part of the nights with three up-and-coming bands from the North London circuit and the best new talent from UCL, kicking off the night then handing over to the Rare FM DJs to play an eclectic mix of guitars, breaks and beats into the night.



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