

why?

Radio is the perfect advertising medium. It is free, available in the car, in shops, at home and provides both entertainment and information, interaction and engagement. All this whilst the listener goes about their everyday business. Local people - our listeners, your customers - will hear your advertisement, all day, every day.

cambridge 105
advertising locally
www.cambridge105.fm

because

We are **local**. We **live** and **love** Cambridge. We are the **only** FM radio station that singularly targets the whole populace of Cambridge, not Ely, not Peterborough, **just Cambridge**. We're for everyone, old and young, not just town, not just gown, simply everyone.

We are a volunteer run, **not-for-profit** organisation but make no mistake, we produce **professional, entertaining radio** that is designed to have **widest appeal**. Our operating **costs** are **low**, we have no shareholders or large media group to support, no fancy offices, tap water - not bottled! This makes **Cambridge105** the most **effective advertising** medium in Cambridge.

Need convincing? Just **listen!**

Ok, you have sold me the idea. How much?

Check overleaf to find out how you can reach a potential audience of 150,000 local customers...



