

ADVERTISING

THE SOUND OF THE COSTA

RATES 2025

FEELGOOD RADIO

	4 x per day	6 x per day	8 x per day
Commercial spot:	max 30 sec	max 30 sec	max 30 sec
	Weekly rate	Weekly rate	Weekly rate
13 weeks x	€ 189,00	€ 199,00	€ 209,00
Total # spots	364	546	728
26 weeks x	€ 159,00	€ 185,00	€ 199,00
Total # spots	728	1092	1456
52 weeks x	€ 110,00	€ 155,00	€ 185,00
Total # spots	1456	2184	2912

COSTA BLANCA RADIO / RADIO COSTA

	4 x per day	6 x per day	8 x per day
Commercial spot:	max 30 sec	max 30 sec	max 30 sec
	Weekly rate	Weekly rate	Weekly rate
13 weeks x	€ 179,00	€ 189,00	€ 195,00
Total # spots	364	546	728
26 weeks x	€ 149,00	€ 175,00	€ 189,00
Total # spots	728	1092	1456
52 weeks x	€ 100,00	€ 145,00	€ 175,00
Total # spots	1456	2184	2912

ADVERTISING ON MULTIPLE STATIONS:

When running a campaign on **two stations**, you receive a **20% discount** on the total amount.

When running a campaign on **three stations**, you receive a **30% discount** on the total amount.

Program sponsorship available upon request.

COMMERCIAL SPOTS

The rates apply to commercials with a **total length of 30 seconds**, including any reminder spot.

Commercials are **evenly distributed** over the 7-day week.

Prices **don't include** commercial spot production.



PREMIUM MARKETING FOR MAXIMUM IMPACT

At *The Sound Of The Costa*, we believe that effective radio advertising is more than just broadcasting your message. Unlike the short, fleeting 10-15 second spots you hear on many other stations, we offer premium ad space with commercials of up to 30 seconds, along with the option for a tag-on/reminder spot.

Why is this an advantage for you as an advertiser?

- More attention, less noise**
 We don't overwhelm our listeners with a rapid succession of short, shallow ads. By using longer ad durations, we ensure that your brand is better heard, better remembered, and gains more trust from the target audience.
- High-quality production, powerful storytelling**
 Our commercials allow for more creativity and storytelling, helping you build a stronger emotional connection with listeners instead of simply pushing a quick, standard message.
- Less competition within ad breaks**
 Our approach ensures that ad breaks are not overloaded with dozens of short commercials. This increases the attention value of your ad and prevents your message from getting lost in the noise.
- More trust and a better brand experience**
 Listeners perceive the commercials on our stations as professional and trustworthy, which reflects directly on your brand. Your business will not be associated with cheap or intrusive advertising, but with quality and relevance.

CHOOSE IMPACT, CHOOSE QUALITY.

Advertise on *The Sound Of The Costa* and make your message truly resonate.

EVENTS:

To promote an event, you can use our **event package**.

This includes **60 broadcasts** of a commercial of **up to 30 seconds**, aired prior to the event. Two options:

12 days: 5 times per day

10 days: 6 times per day

The Event Package costs **€175.-**, including the production of the commercial for one station.

Advertising on multiple stations

Event campaigns can be broadcast on 1, 2, or 3 radio stations of *The Sound Of The Costa*.

For additional placements on multiple stations, the same discounts apply:

20% discount for **two stations**

30% discount for **three stations**



WHY
ADVERTISE
WITH
THE SOUND OF
THE COSTA?