

Advertising FAQ

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Can anyone advertise on Gravity FM?

Here at Gravity FM we try to make radio advertising as accessible as possible for all sorts of businesses, organisations and groups. However, we also have to balance this with the need to be responsible and to protect the public from misleading advice and information. We all have certain expectations about the organisations we deal with and the products we buy. Advertisers with Gravity FM must conform to accepted standards of public decency and adverts must be clear and not misleading. If your proposed advert may be unsuitable we will discuss this with you and work with you to resolve any issues.

As with all licensed broadcasters, we are also restricted by the censorship requirements put in place by the UK Government through OfCOM, the Advertising Standards Agency (ASA) and the Code of Advertising Practice (CAP).

- Certain products can never be advertised on radio e.g. smoking and tobacco;
- Certain organisations can never advertise on radio e.g. political and campaigning groups;
- Some products or organisations have to apply for special clearance to advertise.
- Some adverts have to be cleared in advance by [Radiocentre](#) (formerly RACC). We can guide you through the process if this is required.

Very rarely does this become an issue for most organisations

but we do occasionally have applications that we have to reject on these grounds. To find out more about the censorship restrictions on broadcast advertising visit the [UK Code of Broadcast Advertising \(BCAP Code\) website](#).

Why Advertise On Radio?

The simple answer: **Radio advertising is cost effective and works!**

When was the last time you read all the adverts in a newspaper or magazine? How much of your junk mail do you read before you put it in the bin?

Radio advertising is embedded in the broadcast and is very difficult to avoid. Regular repetition builds brand awareness and associates your business with the goods and services you provide. You are building your customer base and brand loyalty often before your customers even realise that they need the goods and services you provide.

What's more, **Britain loves radio!** Here's what Radiocentre's research has to say:

The facts speak for themselves: record audiences of 48 million (91%) of adults listen to radio every week for an average of 21 hours, with nearly 35 million tuning in to the commercial sector alone. It's no surprise also that the IPA's TouchPoints 4 study demonstrates that radio is still the nation's second most-consumed medium after TV, accounting for over a quarter of the average adult's time spent with media across the day.

As newspaper and magazine circulations fall, radio continues to reach a large audience. This audience are waiting to become your customers.

Some key points:

- Radio offers efficient targeting

- Radio reaches people at relevant times and places
- Radio reaches out in an ad avoidance world
- Radio has a “multiplier effect” on other media
- Radio drives response, especially online
- Radio is “a trusted friend”

Find out more about the effectiveness of radio advertising – visit [Radiocentre's website](#).
