



Radio Group

switch

stream

inspire

on



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"The Craftsman in You" segment on Radio N-JOY

"The Craftsman in You" segment on Radio N-JOY



You are a manufacturer or trader of building materials, tools or repair work equipment and you want to present your products to end users. We at Radio N-JOY have a solution on how to do this in an effective way.

For a period of two weeks, we will create a special dedicated column for you on the air of one of the largest radio stations in the country, called "The Craftsman in You" (working title). Every day in it, the radio hosts will share information about your products and how they can be most easily used. With your help, we will recreate real situations/problems where your products can be used effectively.

Subtly placing your brand in a segment targeting specific products, tools or stores allows listeners to associate the brand with a specific context.



The mechanics of the offer allow the rubric to implement a game in which the sponsor provides prizes to the listeners. If you are interested, we will update the offer.

Live announcements, interstitials and product placement are effective advertising forms woven into the daily program of the air, which we will use to reach the audience directly.

Offer parameters

Campaign period: two weeks /10 working days/

- ✓ Broadcasting of a sponsor tag before the segment and the live announcements, at 5 per day - a total of 50, including 25% bonus;
- ✓ Preparation of a subpage on the Radio N-JOY website with the sponsor's visuals, information about the communicated products and a link to the sponsor's website;
- ✓ Preparing a sponsor tag.

BONUSES:

- ✓ Every day - a segment within 1 minute with an emphasis on the sponsor's product, broadcast 3 times a day on working days - 30 in total;
- ✓ Product placement in the time of the segment;
- ✓ Live announcements from the hosts with an emphasis on the sponsor of 2 pcs. per day - a total of 20 pcs.;
- ✓ Posts on the Facebook page of the radio for the segment;

Final net value of the campaign in N-JOY: BGN 2,977.50 (Price without VAT)

*The amount includes a 15% volume discount.

* The offer is valid from June 27 to September 30, 2022

More information:

1. All values are in BGN, sans VAT.
2. All materials (information, texts and images) necessary for the implementation of the campaign are submitted at least 5 working days before its start date.
3. The content of all live announcements and PR materials is subject to approval with regard to the requirements of the current legislation.
4. Images are submitted by the client at 1920 x 1080 pixels in size, with the main game information in the middle of the image.
5. The visual materials and accompanying texts to be published on the radio's social media are subject to approval by the Marketing team.
6. Upon change of the parameters, you will receive a new offer.

For more information: <http://www.njoy.bg/>



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