



Preparing your advertising radio spot

Guidelines

Radio advertising works best using simple phrases that are easy to understand and by repeating important words or easy to remember information such as your company name, slogan, website or Facebook.

A 30 second radio script will contain around 60 words.

We prefer to promote just one line of communication such as a website name or Facebook because this is more likely to be remembered by the listener.

Many people listen while in the car and are unlikely to remember a phone number, however if phone is the only method of contact then the number should be repeated two or three times within the radio spot.

Website names can be tricky, we would say, visit: 'mycompany.com' or search for: 'mycompany' or google: 'mycompany.'

The name of your website or Facebook should be repeated within your radio spot.

We avoid saying 'www' because it sounds ridiculous and takes up valuable time.

When quoting prices for F&B we need to ensure we use conversational friendly and familiar language, for example, we say the price "Net" or say the price 'plus tax', rather than say the price 'plus plus', this sounds nonsense.

Voice over

A voice-over will need to be recorded professionally in a studio.

The voice talent can be provided by the client or produced by Surf 102.5 using our pool of international professional voice-over talent.

Voice talents set their own rates which may vary from around 1,000 – 4,000 baht.

Most charge around: 1,500 baht and we will inform you if the voice talent requires more.

The final mix down and studio production may be provided by Surf 102.5.

(Allow 1 week for production)

Events

If you wish to replace your existing radio spot with a short term promotion / event

We will provide a voice over from our voice talent pool for around 1,000 baht or at cost if the voice-over talent charges more.

Or we can assist you to record your promotion with one of your staff. FOC.

(Allow 1 week for production)

Script

Surf 102.5 can create advertising concepts and assist with writing scripts for radio,

Scripts written by the client may be corrected or altered for time or to better suit radio.

If you believe you need something exceptional then we can use a freelance writer to craft a script in colourful wording to hit the spot. Prices from 1,000 – 3,500 Baht, allow 3 to 5 days.

We are always happy to offer advice on how to make your creative radio advertising work.