

# ChurchAds.Net

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A Registered Charity No. 1096868

## Five easy steps... ... to get your voice heard on local radio this Christmas

### 1 Get your product – free!

Visit our website – [www.churchads.org.uk](http://www.churchads.org.uk) - and listen to our two high quality, humorous, challenging Christmas radio adverts, professionally produced by CAN for you to use on your local commercial radio stations. Designed for youth audiences, the ads aim to change perceptions and encourage listeners to give the local church a try. You can listen to, and download, the ads – 2 x 30 seconds – from our website as mp3 files.

### 2 Decide how much you want to spend

As little as £750 can buy a modest campaign of around 25-50 slots on smaller radio stations – very little, if a group of churches, youth groups etc club together. Twice that amount, on a larger station, will probably reach four or five times as many people. It's a question of value for money, versus what you can afford. As a charity, we can save you VAT as well (see step 4 below). Contact the relevant people in your church or area – people who look after Christmas and/or outreach budgets - and play them the ads. Then decide on your budget.

### 3 Get help to contact the radio station

Email [ali@churchads.net](mailto:ali@churchads.net), or call 07774 248189 for advice on local station/s in your area and how to contact them. Such stations reach people who'd never normally think of going near a church. Latest figures show that 61% of 18-35 year olds listen to their local commercial radio station.

### 4 Buy the airtime

Once you have agreed with the radio station when the ads will be broadcast and how much it'll cost, ask them to invoice CA.N, send the money to us with an email confirming you've done so, and we will pay the account for you, thereby saving you VAT! (Address available on our website)

### 5 Make your campaign known!

Don't hide your light under a bushel! Let local press – newspapers and other radio stations such as the BBC – know that you're "advertising church" – it's a story! If you need advice on how to do this, write a press release etc, email [ali@churchads.net](mailto:ali@churchads.net) or call 07774 248189.

**For all the help you need, call 07774 248189  
or email [ali@churchads.net](mailto:ali@churchads.net)**