

# Kapiti Visitor Radio Network

Tourist Information Radio



## Kapiti Visitor Information Radio Network

Part of the Visitor Radio Network providing local information, attractions, services and more. Where to go & where to stay, where to eat & where to play.

The Kapiti Visitor Radio Network

broadcasts to the Kapiti area and beyond promoting the Kapiti district to visitors and locals alike.

This service is part of the Visitor Radio Network

and aims to offer easily accessible local information, attractions, businesses and services through FM radio broadcasting, online and via mobile app.

• How does advertising on Visitor Radio Network differ from other radio stations? The answer is targeted advertising. Rather than waiting for your ad to play between the other program elements on mainstream radio, Visitor Radio Network targets a specific audience - in particular the thousands of visitors to the coast every day.



Visitor Radio  
Network

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# A Unique Marketing Opportunity

Visitor Radio Network is an FM broadcast designed to provide easy access to local information and visitor attractions. It broadcasts 24 hours a day in Kapiti and is available around the world online. Supported by local media and printed material the Visitor Radio Network aims to become the first place tourists and visitors turn to when they stay & play in Kapiti.

If your business or service is tourism based, an attraction, a place to stay, eat or play then Visitor Radio Network is the exciting new concept in marketing that can truly benefit your business. Your 30 second ad or 5 minute infomercial will play continuously 24 hours a day, supported by interesting and informative local information. Kapiti Visitor Radio Network is the all in one, one stop place for all visitors to the Kapiti Coast to get the information they need – and the place they'll hear about your business.

## The information station for tourists and visitors to Kapiti

### ADVERTISING RATES

Kapiti Visitor Radio Network is offering your business its own share of the broadcast at a special launch rate of \$190 per month (incl GST) to a strictly limited number of advertisers. This includes script writing, recording and studio production. Your share of the broadcast will reach out to the lucrative tourist and visitor market to Kapiti via our multimedia approach of FM broadcast, streaming & mobile. Be a part of it now.

### SPONSORSHIP

A unique opportunity exists with the launch of Kapiti Visitor Radio Network. We are offering naming rights to the service. The FM broadcast, online streaming and mobile will be branded with your company name. 'Kapiti Visitor Radio Network – with ABC Bank' everytime the station identification plays. That equates to more than 3000 times per month. Contact us for details on this offer.

### ON THE RADIO

Visitor Radio Network transmits from a centralised location on the FM band making listening easy – no need for data, or specialised equipment. All the visitor needs is a radio. And every car has a radio.



### ON THE WEB

Visitor Radio Network's program is also available to be heard online and on Facebook. This makes the program available to potential tourists around the world. The page also contains links to our advertisers.



### ON SMART PHONES

Our web presence is optimized for smartphones and is soon to be available as a smart phone app. The broadcast is therefore available to the millions of smart phone users around the globe.



**KAPITI VISITOR INFORMATION RADIO NETWORK**

Where to go & where to stay, where to eat & where to play – in Kapiti.