



GROOVE 107.7FM
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THE TERRACE
WELLINGTON

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Why are more & more Businesses Advertising with **GROOVE 107.7FM**



5 Reasons to advertise with us:

- Groove listeners have style & money to spend and are a bit older than those of top 40 stations.
- Groove plays far fewer commercials so the advertising stands out and clients get results.
- Listeners stay tuned to Groove for longer because of the low rotate (of music) and the only format of this kind in NZ; they hear your message more often.
- We can often offer exclusivity so there is no chance of having your message followed by your opposition's messages!
- No Risk! Ask about our guarantee

"...People are listening to the station and because there are fewer ads and fewer ad breaks, people stay tuned in, they don't block them out.

The message gets across. It's effective radio."

*"In December, Vital foods ran a series of ads for Kiwi Crush solely with **GROOVE FM**. In that month alone our supermarket sales for Kiwi Crush jumped by 50%.*

*We've been thrilled with the effectiveness and especially the affordability of **GROOVE** and we are continuing to work with the station"*

- Vital Foods, the makers of Kiwi Crush.



Ad-Pack 1.

Up to 84 Commercials per
Week spread evenly
6am – midnight!
(Pending Availability)

Guaranteed Minimum of 50 per
week (7 per Day)

Additional Free Bonus Plays
All Night!

ONLY \$200 Per WEEK!



Ad-Pack 2.

**BUY 2 PACKS FOR ONLY
\$300 !**

Receive a minimum of 100 and Up
to a maximum of 168 plays per
week 6am – Midnight

**Includes Copy Writing, Recording
and Time Placements*

***There is normally a 4 week minimum
Campaign for this deal.*



Ad-Pack

*The best deal in town if you're trying to
reach the people with style and money in
Wellington!*

And what do the listeners think?

This is a typical response: *"Love what you're doing
– the mix is great. It's wonderful to experience
sophistication and intelligence on the airwaves"* –
Dick V.H.

*"Groove is the best thing to happen to Wellington
airwaves since the invention of FM. Sure, you can
be a follower with the mainstream stations. Or you
can be an individual with Groove 107.7 FM."* - Jack
Yan, Publisher, *Lucire* and *Good Morning* Presenter
(TV1).

What are the press saying?

*"Jazz junkies are raving about a local radio station
called Groove FM. They're listening in the morning
before work, during office hours and in the evening
to wind down. Capital Times decided to find out
more about Groove 107.7FM and why more people
are tuning in."* – Capital Times, 22 Feb 06.

Who's listening?

Our listeners tend to have style and money and are
largely aged 18+. They are located throughout
Wellington City to Petone.

It is estimated that there are around 15 000 regular
loyal listeners. They spend 672 Million dollars a
year. How much of it are you getting???

