Radio Airtime Media and UniversityRooms.com Advertise on Magic FM

Wednesday 4 March, 2015

Radio Airtime Media has launched a new week-long radio advertising campaign with budget accommodation website UniversityRooms.com, with a 30-second advertisement currently airing on independent local and national radio station Magic 105.4 FM. The informative ad helps to promote University Rooms' brand and business, with the intention of increasing customer numbers throughout 2015.

listen to 'Radio Airtime Media UniversityRooms.com Advertisement' on audioBoom

By drawing attention to some of the great locations that University Rooms' customers could book an affordable stay in – including the dreaming spires of Oxford and the historic colleges of Cambridge – the radio adverts will appeal to listeners who are looking to book a getaway in the coming months but are concerned about the high costs of staying in hotels and apartments. By advertising on adult contemporary station Magic, the University Rooms campaign will be heard by London listeners who tune in to 105.4 FM, as well as a large national audience who are able to receive the station as a DAB service, online and also on digital television. Launching a radio campaign on a national scale is a great way to ensure your ads target a large and varied audience, gaining the attention of members of the public in major cities such as London as well as those in smaller towns and villages.

UniversityRooms.com offers customers an affordable stay in unused university accommodation, with rooms available throughout the year and even more choice when students are away from their halls of residence during term holidays. University Rooms have accommodation available at over 50 universities in 40 British towns and cities, as well as rooms to book in a range of countries abroad, including the USA, Australia and New Zealand.

CEO of Radio Airtime Media's parent company Media Agency Group, Lee Dentith, said: "*Radio Airtime Media is delighted to have coordinated this radio campaign with UniversityRooms.com, with adverts currently being aired on Magic's FM and DAB station. We're all very optimistic that the campaign will be a big success for ourselves and UniversityRooms.com.*"

Media:

Related Sectors:

Media & Marketing :: Travel & Tourism ::

Related Keywords:

Radio Airtime Media :: Radio Advertising :: Magic Fm :: Dab Digital Radio :: Advertising Campaign ::

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