Radio Airtime Media invites listeners to Go Racing in Yorkshire

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Media Agency Group's specialised radio advertising division – Radio Airtime Media, has partnered with Go Racing in Yorkshire to promote the 2014 Go Racing in Yorkshire Summer Festival.

Celebrating the 7th annual festival, radio advertising will be played throughout Yorkshire from July 9th in a ten day run-up to the event.

Broadcast on local station Capital Yorkshire, the 30 second targeted ads are full of information to encourage listeners to attend their nearest race day.

To listen to the ad, click here.

The adverts effectively promote the family-friendly eight day event with an upbeat, engaging and informative ad. Highlighting the festival's packed schedule of racing, live music and entertainment, audiences are also invited to take part in an interactive 'Racing Roadshow', where race-goers can learn more about the equine and human stars of the sport, and take a look at specialist racing equipment. The advert directly appeals to parents with Go Racing Yorkshire's continuous offer for "kids to go free with an accompanying adult."

The Go Racing in Yorkshire Summer Festival will be held between the 19th to the 27th July, with racing taking part at various courses throughout Yorkshire, including: Ripon, Redcar, Beverley, Catterick, Doncaster, Thirsk, York and Pontefract racecourses.

Lee Dentith, CEO of Radio Airtime Media's parent company Media Agency Group, said:

"Advertising on the radio is a fantastic way to reach local audiences looking for family days out this summer. An engaging ad demands attention, and with listeners likely to remain with the same station for a significant duration, the message of Go Racing in Yorkshire has the perfect opportunity to be reinforced through repetition."

Related Sectors:

Leisure & Hobbies :: Sport ::

Related Keywords:

Radio Advertising :: Yorkshire :: Radio :: Campaign :: Go Racing ::

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Company Contact:

Radio Airtime Media

T. 08451637907
E. lauras@mediaagencygroup.com
W. https://www.radioairtimemedia.co.uk/

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