Regional Radio Ad Campaign from Radio Airtime Media on Heart Yorkshire

Wednesday 15 April, 2015

A new regional radio advertising campaign has been launched by **Radio Airtime Media**, promoting the services of West Yorkshire-based business CJ Metal Recycling and its new website. The campaign launched earlier this month, and consists of 30 second radio commercials aired over five weeks on the popular adult contemporary music regional radio station, Heart Yorkshire.

The 30 second ad will air 120 times across the course of the campaign, driving traffic to CJ Metal Recycling's website by promoting its handy service which allows users to find out the scrap value of their car within seconds. By entering their registration number and postcode, customers can be provided with an instant quote from CJ Metal Recycling which lets them know what their unwanted car could be worth if they decided to recycle it with CJ Metal.

You can listen to the entertaining radio ad below via streaming service audioBoom:

listen to 'Radio Airtime Media CJ Metal Ad Campaign' on audioBoom

The advert is currently being broadcast on Heart Yorkshire, a regional station servicing South and West Yorkshire from its Leeds-based studio. As part of the national Heart Radio network, the station previously operated as Real Radio since launching in 2002, but rebranded as Heart Yorkshire in 2012. The relaunch has seen its audience share increase recently, making it one of the most popular stations in the region.

CJ Metal Recycling is a family-run business, with sites in both Wakefield and Keighley. It offers competitive scrap metal and scrap vehicle services for customers across the county, and has built a long-standing reputation based around professionalism, reliability and trustworthiness.

Managing Director of Radio Airtime Media's parent company Media Agency Group, John Kehoe, said: "*Radio Airtime Media is pleased to have launched this new five week radio advertising campaign with CJ Metal Recycling, a high-quality business based in West Yorkshire. We've been able to secure some prime airtime on the popular Heart Yorkshire station, and the ads will no doubt drive traffic to CJ Metal Recycling's great new website.*"

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