



media pack



at home



at work



in the car



online



via app

Oasis Fm is an
EmCan Media
company



Why Radio?

Radio is **word of mouth**

Word of mouth is the most powerful sales tool. Radio advertising is like word of mouth because it comes from a 'friend', the listener's station

Radio is **portable**

Radio is mobile and can travel anywhere with the consumer

Radio is **personal**

Radio is an ideal medium for creating rapport with customers because it has a one-to-one involvement with them

Radio is **frequent**

Frequency of exposure builds awareness for your company. Strong station loyalty means that it's easy to impact on the same people frequently

Radio is **awareness**

Build awareness with radio, and when the customer needs your product or service they'll think of you

Radio is **relevant**

When a message is of interest or relevance to listeners, they listen intently

Radio is **flexible**

With radio you can react instantly to changing market conditions

Radio is **creative**

With radio, creativity is limited only by your imagination

Radio is **direct**

Radio can trigger immediate responses by creating a sense of urgency

Radio is **local**

Radio can localise advertising messages geographically

The #1
OasisFm
No. 1 Station

Why Oasis Fm

Oasis Fm has been on air since 1997 and broadcasts a wide range of English language programs to a potential audience of over 100,000 adults on Tenerife.

Oasis Fm has maintained its position as the first choice of listening for island residents by continuing to provide compelling, entertaining and truly local radio for the people on the island.

Oasis Fm provides **news, information and entertainment aimed at a family audience**, serving them with detailed coverage that no other station can provide. We pride ourselves on local news content, locally produced by our sister company the Canarian Weekly newspaper.

We live the life of our listeners. Our sales team, presenters, journalists and staff all live on the island and are knowledgeable and passionate about island issues. We use this knowledge to produce programming that is relevant, engaging and unique for Tenerife.

Oasis Fm events

Oasis Fm doesn't only broadcast radio. **We are pro-active in the local community** with several events that bring together different sectors of residents and tourists, including the following:

- Tenerife Entertainment Awards
- Cyder Cup Golf Tournament
- Tenerife Loves Karaoke
- St Patricks Day broadcasts
- Darts League
- Pool League



Tenerife
OasisFm
No. 1 Station

Advertising on Oasis Fm

The Sales Team at Oasis Fm believes in the 'Consultative Sell' which means that your campaign could be made up from these different aspects of Radio advertising.

Commercial Airtime

We first complete a full 'fact find' to enable us to understand the needs and objectives of the client no matter what size business they may be.

We'll develop a strategy including scripts to help achieve these objectives. We will then recommend how many commercials will be needed to achieve the results. Commercials can be 10", 20", 30", 40", 50", 60" seconds and even longer if needed.

Our research helps us to identify accurately, audience listening habits to achieve more for the clients advertising spend and make the campaign more effective.

Long Term

Success needs time to build; continued success needs to be maintained. Often, the time between 'deciding to buy' and actually buying can be weeks or even months depending on the product. It is vital to reach people early within their 'buying cycle' so that you can get on their 'mental shopping list'. People need to buy all year round, not just when you decide to advertise.



Short term

Because radio has no deadline, it is flexible. Your campaign can start at any time of the day or week. So, if you need to urgently recruit or you have an event or sale you can advertise it quickly and on the days/hours leading up to and during your promotion.

Commercial Production

The sales team work closely with some of the best creative producers in commercial radio ensuring your commercial is produced to be heard. What you say in a commercial is just as important and how many times your commercial is broadcast.

Thinking more long term?

A fully sung jingle, your very own music track, or sonic logo will create and maintain a strong corporate identity every time it is heard.

Sponsorship

Your company can become an integral part of Oasis Fm by sponsoring either a show or feature. Sponsorship is an association of a Station feature like Situations Vacant, The Noticeboard or Good Gig Guide.

We can create simple strap lines that naturally link your brand to the show or feature.



Oasisfm.com

Oasis Fm has one of the most visited websites on the Island. The website allows visitors to access the latest local and national news first, as well as finding out about the station's activity both on-air and in the community. Your website can benefit from the thousands of visitors that visit our site each week by placing banner adverts linking to your own site on key sections.

Client Service

Once the campaign is on-air we will be in touch at regular intervals to track progress with you.

**THE MOST IMPORTANT THING IN ADVERTISING IS WHAT YOU SAY,
TIMES HOW MANY TIMES YOU SAY IT.**



Tenerife
OasisFm
New Station

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