

## Why should I advertise on ITV1?

### Reach

ITV1 can deliver your advertising messages to a huge number of potential customers, quickly and in the most effective way.

### Drive sales and awareness

Over time, advertising on ITV1 will build brand loyalty and repeat sales. ITV1 allows your brand to advertise alongside national and multi-national brands enhancing brand credibility.

### Regionality

ITV1 is the only major channel in the UK that allows you to focus your advertising on a particular region of the country. Your advertising budget will be maximised by only reaching customers who can reach you.

### Affordability

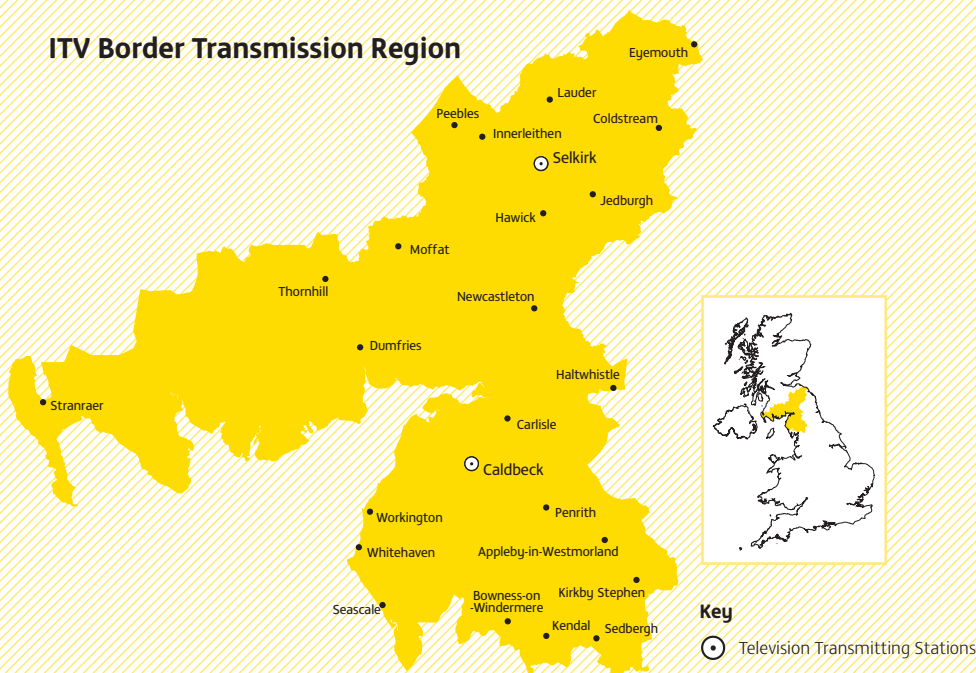
Advertising on ITV1 is not as expensive as you may think. Packages of airtime on ITV1 Border can be bought for as little as £1,020.

**If you're serious about your brand's future then you have to advertise on ITV1.**

## What area does ITV Border cover?

1% of the homes in the UK are covered by the Border region which equates to almost 511,000 adults.<sup>1</sup>

### ITV Border Transmission Region



## DID YOU KNOW?

ITV1 Border reaches a staggering 417,000 people in an average week.<sup>2</sup>

99% of adults in the ITV1 Border region watch TV.<sup>3</sup>

95% watch ITV1.<sup>3</sup>

### But...

70% never listen to commercial radio.<sup>3</sup>

Only 15% ever notice the ads on the radio.<sup>3</sup>

Only 15% ever buy a regional newspaper.<sup>3</sup>

37% never go to the cinema.<sup>3</sup>

Only 8% say they ever respond to direct mail.<sup>3</sup>

## Will it work for me?

Seeing your business on ITV1 will help turn your brand into a household name. See how it has worked for advertisers in this region below:

*“The production of our advert was handled fantastically well. The service from the team at ITV Border was first class, from the initial concept right through to editing. The end product was excellent and the advert achieved our goal of increasing awareness.”*

**Kelly Donnelly, Corporate Marketing Manager,  
Carlisle Leisure Ltd.**

*“We feel the advertisement was a success and the team’s professionalism was a credit to Border, we would definitely work with you again. Everything went really well on the day and we had about 330 people through the door so I really think the TV advert helped. I’m sure we will use Border again.”*

**Teresa Yare, Hotel Sales, The Inn On The lake.**

*“We have advertised with ITV Border a few times over the years and on each occasion they have been tremendously helpful and always professional. Smokers in Dumfries & Galloway notice our commercials because they are well presented, advertised at important times to capture our target audience, and the commercials are about local people using local services.”*

**Trish Grierson, Service Manager,  
NHS Dumfries and Galloway Smoking Matters Service.**

*“Border TV has provided me with a cost effective platform to raise the profile of my business to a large regional audience. The advertisements have been very professionally put together and our business relationship is excellent.”*

**Iain Wilson, Proprietor, Wilsons Dumfries.**

*“As a first time advertiser, the production of our advert was a seamless process from start to finish. The professionalism from the team at ITV Border was first class and the finished advert really matched our expectations.”*

**Keith Campbell, Marketing Manager, Borders Sport and Leisure.**

*“Dobies have been using ITV Border for our advertising and promotional needs regularly for a number of years now and are more than happy with their service. Since using ITV Border, our footfall has improved and our exposure has been increased. They meet our needs excellently with the different packages they offer and the professionalism and efficiency they provide. We will continue to use ITV Border for our promotions and advertising needs.”*

**Tom Marchand, Managing Director, Dobies Cumbria.**

*“We first advertised with ITV Border in February and the response was amazing. With the coverage being such a large area we were seen over the border and in the west of the county, not just Carlisle. We picked up over one million pounds worth of business with our first campaign.”*

**Shirley Wilkinson, Director, J&S Wilkinson Ltd.**

## What do I do next?

Please contact me on **084488 15878** to discuss opportunities on ITV1 or any of our additional platforms including ITV digital channels, sponsorship, interactive, mobile and on-line.

