



## Sales house targets student radio

by [Sarah Crawley-Boevey Media Week](#) 11-Jan-08, 13:55

**LONDON - A national sales house for student radio services is being launched in a bid to target youngsters more accurately and with appropriate radio advertising.**

AdCampus represents stations all over the UK and will provide advertisers with direct access to the student market.

Launched with backing from the Student Radio Association, the sales house will offer both on and off-air ad opportunities.

Sandra Tang, the former head of a student radio station and the creator of AdCampus, said research by Opinionpanel showed that a third of all students who listen to radio tune into student radio.

Tang said: "Students are becoming more involved in their communities and now want to hear their own campus news. Gone are the days where student radio was associated with low-fi sounds, amateur performance and poor guests."

Opinionpanel research found that more than 75,000 students with access to student radio tune in at least once a week and 92% want relevant news and services.