

On Air Rates



88,000 regular weekly listeners

Listening for an average of 9.1 hours per week

155,000 listeners each month source: McNair Ingenuity*

Radio Adelaide is Australia's premier award-winning community radio station. We offer you a very cost effective way of delivering your message to our attentive listeners.

Spot Announcements

per 30-second announcement
audio production charge

\$33 per airplay

\$55 per track

Minimum investment 20 spots **\$655**

Sample Packages

Number of Weeks @ 10 spots per week	Number of Spots	Total Value	Total Cost
2	20	\$655	\$655
4	40	\$1,255	\$1,255
8	80	\$2,455	\$2,455
12	120	\$3,655	\$3,455 (\$200 discount)

for packages 6 months or longer see options below or contact us to negotiate a deal.

Regular Program Sponsor

For programs airing once a week, includes

- sponsor being named in Program Intro & Outro (2 x 15 second announcements)
- sponsor named mid program
- 1 x 30 second product or service announcement per program

Investment: **\$440 per month.** Minimum duration 6 months

Key Program Sponsor

For our flagship programs airing weekdays, 5 times per week: *Breakfast, Drivetime (The Range), Classical, Jazz on the Terrace, Primetime Jazz*, includes:

- sponsor named in Program Intro & Outro (2 x 15 second ann: total 520)
- sponsor named mid-program (1 x 15 sec ann: total 260)
- 1 x 30 second sponsor product or service announcement per program (total 260)

Plus

- free half page ad in our quarterly program guide for each edition during the sponsorship
- sponsor company logo placed in our prominent display windows on North Terrace

Value of package: \$26,000 (12 months)

Investment: **\$12,000 (12 months) or \$6600 (6 months)**

Additional Promotional Opportunities include:

- North Terrace Front Window Displays
- Program Guide Advertising
- Website banners and links

- 88,000 listeners per week
- 155,000 per month
- 7000 unique website visitors each month
- over 30,000 podcasts downloaded each month
- over 400 volunteers
- over 500 community partners

all general enquiries contact

Dianne Janes

08 8313 5000

0439 635 134

dianne.janes@adelaide.edu.au

* 2008 survey with most recent ABS population adjustments.