

# Program Guide Advertising Rates



Advertising space is available in our full colour, Program Guide, published quarterly. With a print run of **3000 copies**, this **glossy, 16 page, A4 colour booklet** contains detailed program information and news about station events and activities.

Your print advertisement gives you direct access to over 2,000 subscribers, as well as our sponsors, all Federal and State politicians from South Australia and key personnel in arts, government and community organisations. It is also distributed to cafes, retailers, University /TAFE campuses, concert venues, festivals, libraries, galleries and other select high-profile outlets in Adelaide.

The **A3 centre spread** - containing our program listing at a glance - comes in all 3,000 copies of the booklet and can also be used as a lift-out poster - designed for people to pin up at home or work to keep track of what's on Radio Adelaide for the season. A special one-off 10cm x 7cm ad is available in this centre spread.

Or insert your promotional material - flyers, postcards, small booklets etc, to reach our audience directly. To view a sample copy of the guide, go to our website or call us to send you a hard copy.

## Program Guide Ads

<b>A4 Full Page</b> \$341  <b>Inside Front or Back</b> \$374  <b>Rear Cover</b> \$473	<b>1/4 Page</b> \$143  (9cm x 13 cm)	<b>1/2 Page vertical</b> \$209  (9cm x 26cm)	<b>10cm x 7cm</b>  <b>featured spot in poster</b> \$275
	<b>1/2 Page horizontal</b> \$209  (19 cm x 13 cm)		

## Inserts

2000 inserts: **\$440**

3000 inserts: **\$550**

Inserts may be any size up to A4.  
Inserts that weigh over 10 grams attract a surcharge.

## Artwork and Booking Deadlines

<b>Summer</b>	programs for Dec/Jan/Feb booking deadline <b>Nov 6</b>	published <b>November 30</b> finished artwork to us by <b>Nov 10</b>
<b>Autumn</b>	programs for March/April/May booking deadline <b>Feb 6</b>	published <b>February 28</b> finished artwork to us by <b>Feb 10</b>
<b>Winter</b>	programs for June/July/August booking deadline <b>May 6</b>	published <b>May 30</b> finished artwork to us by <b>May 10</b>
<b>Spring</b>	programs for Sept/Oct/Nov booking deadline <b>Aug 6</b>	published <b>August 30</b> finished artwork to us by <b>Aug 10</b>

Please provide **print ready** artwork as a single electronic file, such as jpeg, pdf, tiff. CMYK color, print quality (300dpi minimum). Email to [radio@adelaide.edu.au](mailto:radio@adelaide.edu.au). Also provide a hard copy proof.

### Additional Promotional Opportunities include:

- North Terrace Front Window Displays
- On- Air promotions
- 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

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all prices GST inclusive