



**The Voice of the Valley**

## **COMMUNITY RADIO SPONSORSHIP**

*It's Like Word-of-Mouth Promotion*

*When listeners hear a message, they give it the same credence as if a friend has mentioned it to them. They trust the advice.*

- **Affordable Rates** : Not-for-Profit organisation run mostly by volunteers
- **Yarra Valley Based** : The only station specifically targeting this community
- **Valuable Market** : Yarra Ranges Shire has 150,000 + residents
- **Maximum Reach** : FM band in Melbourne's east & via the internet globally
- **Community Focussed** : Trusted by the local people for over 30 years
- **Independent** : Not owned by any corporation or other business
- **Limited Opportunity** : Sponsor space is limited to 5 minutes per hour
- **Repeat Exposure** : Frequency of announcements is up to you
- **Growing & Improving** : New Committee & fresh energy
- **Diverse Programming** : Shows & music to suit all ages & interests
- **Supported** : Member of Community Broadcasting Association of Australia
- **Accolades to You** : Your support provides opportunity for the people
- **Great Committed People** : We care about helping your business grow

[www.yarravalleyfm.org.au](http://www.yarravalleyfm.org.au)

Sponsorship: Karen Fox - 03 5961 5999

Email: [sponsorship@yarravalleyfm.org.au](mailto:sponsorship@yarravalleyfm.org.au)



## SPONSORSHIP ANNOUNCEMENTS - RATES & PACKAGES

### REGULAR DAY TIME (6am to 7pm) - 30 SECOND SPOTS

Weeks/Times per Day	TWO	FOUR	SIX	EIGHT	TEN	MAX
2 Week Sponsorship		\$360	\$500	\$670	\$770	\$910
4 Week Sponsorship	\$360	\$670	\$920	\$1,120	\$1,260	\$1,450
3 Month Sponsorship	\$860	\$1,360	\$1,775	\$2,000	\$2,500	\$3,250
6 Month Sponsorship	\$1,360	\$2,000	\$3,000	\$4,000	\$5,000	\$6,500
Yearly Sponsorship	\$2,000	\$4,000	\$6,000	\$8,000	\$10,000	\$13,000

### REGULAR NIGHT TIME (7pm to Midnight) - 30 SECOND SPOTS

Weeks/Times per Night	ONE	TWO	THREE	FOUR	FIVE
2 Week Sponsorship	\$70	\$130	\$180	\$230	\$280
4 Week Sponsorship	\$130	\$250	\$350	\$440	\$520
3 Month Sponsorship	\$380	\$720	\$1,020	\$1,270	\$1,470
6 Month Sponsorship	\$680	\$1,270	\$1,770	\$2,180	\$2,500
Yearly Sponsorship	\$1,000	\$2,000	\$3,000	\$4,000	\$5,000

- Individually tailored packages to suit your needs are also available
- Every campaign includes the production of one 30 second spot
- Night time packages under \$350 are only available in conjunction with a day time package.
- All prices include GST

### PRODUCTION COST

Announcements are produced by the Air News team or by special arrangement. Sponsors provide the script and choose the style of voice for the recording. Every campaign includes the complimentary production of one spot. A change of audio every 3 months is available at no extra charge for campaigns of 6 months or longer. More frequent audio changes are charged at the rate of \$100 each. Sponsors may provide their own audio files to be played on air.

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