

Musician Promotion Packages



Radio Adelaide is committed to supporting diverse music, sounds and ideas, particularly those created by independent, local and Australian musicians. We don't playlist; our individual presenters make their own programming decisions, so we play an amazingly wide variety of music. As a result, our general and specialist music programs attract a loyal and responsive audience of discerning, music-lovers. On-air promotions can help musicians reach these listeners throughout the greater Adelaide metropolitan area.

We offer special Local Artist On-Air Promo Rates for musicians who are based in South Australia.

Local Emerging Artist On-Air Rates

| | | | |
|----------------|------|-----------------|-------|
| 30 second spot | \$22 | Production Fee: | \$45 |
| 15 second spot | \$11 | Minimum Spend: | \$350 |
| 10 second spot | \$7 | | |

Example: a 10 week promotional campaign for Local Artists:
5 x weekly spots (15 seconds @ \$11) x 9 weeks + Production Fee: **\$540**

a 4 week intensive campaign for Local Artists
10 x weekly spots (30 seconds @ \$22) x 4 weeks + Production Fee: **\$925**

Standard On-Air Rates

| | | | | | |
|-----------------|------|-----------------|------|----------------|-------|
| 30 second spot: | \$27 | Production Fee: | \$55 | Minimum Spend: | \$455 |
|-----------------|------|-----------------|------|----------------|-------|

Additional Promotional Opportunities

Home Page Display and Link: \$200

Album cover or gig image featured on Radio Adelaide's homepage including link to webpage of your choice, eg band site or myspace
Website attracts over 800 visitors per day

Window Display: from \$145 per week

Radio Adelaide is located on North Terrace, Adelaide's premier boulevard, with thousands of people passing our front window display each day – including city shoppers, workers, uni students, city residents and tourists.

Terms

Full payment is required in advance of commencement of any promotional campaign.

- 70,000 regular listeners
- over 500 volunteers
- Community Radio Station of the Year

contact

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Additional Promotional Opportunities include:

- Live on Location Broadcasts
- On-Air promotions
- Program Guide Advertising

all prices GST inclusive