

Program Guide Advertising Rates

**Radio Adelaide
Promotion
Packages**



Advertising space is available in our full color, 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, 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. An additional 500 are distributed as a handy pocket size guide for people on the move - **3,500 copies** in all. 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, ask Max or Deb for the weblink or to send you a hard copy.

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

contact

Max Hicks

08 8303 5000

0427 835 717

max.hicks@adelaide.edu.au

Deborah Welch

08 8303 5000

0418 887 035

deborah.welch@adelaide.edu.au

Program Guide Ads

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

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

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

Additional Promotional Opportunities include:

- North Terrace Front Window Displays
- On- Air promotions
- Live On Location Broadcasts

all prices GST inclusive