

Program Guide Advertising Rates



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, all Federal and State politicians from South Australia, 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, ask Max or Deb for the weblink or to send you a hard copy.

- 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

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
- Website banners and links

all prices GST inclusive