



Rates Card

Broadcasting since 1972, Radio Adelaide is Australia's premier, award winning, community radio station and 2006 community Radio Station of the Year. We offer a highly cost effective way of delivering *your* message to *our* attentive listeners.

Along with a strong local perspective, our listeners are linked by interests and attitude rather than by age. Particularly interested and actively involved in the arts, music, education, social and political issues, their musical tastes are broad and usually non-mainstream. They also listen to the ABC and other community stations but rarely to commercial radio.. They maintain a strong commitment to the alternative provided by community radio and research shows that they transfer that loyalty to companies that support *their* station.

Radio Adelaide can reach them for a fraction of the cost of comparative advertising, and, because we broadcast a maximum of only 5 minutes of promotions each hour, your announcements on Radio Adelaide really stand out! Our unique programming means your promotional announcements can target both niche and general audiences.

- 75,000 regular listeners
- over 500 volunteers
- Community Radio Station of the Year

contact

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Spot Announcements

per 30-second announcement

\$27

for not for Profit Organisations

\$22

Production fee **\$55** per track

waived for packages over \$3,000

Minimum investment **\$455**

Program Sponsor

for a regular program

includes

- sponsor being named in Program Intro & Outro (2 x15 second announcements)
- 1 sweepers per program
- 5 x 30 second additional weekly spots promoting the program, including sponsor's name.

Investment: **\$755** per month.

Sample Packages

Number of Weeks @ 10 spots per week	Total Value	Total Cost	
4	\$1,133	\$1,133	
8	\$2,213	\$2,213	
12	\$3,293	\$3,240	production fee waived
26	\$7,073	\$6321	10 % discount
52	\$14,093	\$11,934	15% discount

talk to us about a tailored package for your needs and our bonus spot rewards

Additional Bonus for Sponsor Packages of Over \$5,000

Radio Adelaide 's website receives over 800 visitor hits per day. Sponsors taking packages over \$5,000 can have their logo and a link placed on our website.

Additional Promotional Opportunities include:

- Program Guide Advertising and Inserts
- North Terrace Front Window Displays
- Live On Location Broadcasts