

Radio Upper Murray

55 Main Street

Walwa 3709

Walwa: Phone/Fax:(02) 6037 1410

Tumbarumba: Phone/Fax:(02) 6948 2878

Email: secretary@radiouppermurray.com

Web: <http://www.radiouppermurray.com>



A Project of Upper Murray Community Radio Inc (ABN: 65 841 700 385)

Sponsorship of Community Radio

Sponsorship of community radio, and in particular, Radio Upper Murray is an excellent way to bring your business to the attention of a listening – and buying – audience not normally contacted.

The 2006 McNair Ingenuity Survey showed that 47% of the population listened to community radio in an average month.

Radio Upper Murray is a community radio station which aims to present “live and local” broadcasts to an area bounded, approximately, by the centres of Holbrook, Tumbarumba, Corryong and Tallangatta, with a potential listening audience of 8,000 to 10,000 people.

Radio Upper Murray offers rates which provide a great advantage to you, when compared to normal radio and newspaper rates. For example, our basic rate offers announcements at \$10.00 per minute in 30 second presentations, whilst other packages offer an extended number of announcements at even lower rates. Compare these rates to any local regional radio station! The conditions and rates are shown on the attached sheet.

Announcements are produced by our staff from material supplied by you, written by our staff from your notes, or you may have an appropriate recorded announcement that you would like to use.

In addition, sponsors may have a specific programme, or their selection, dedicated totally to their sponsorship during which only the particular sponsor's messages will be used. This at a cost of \$50.00 per hour per month in addition to the other sponsorship rate at the level chosen.

You are invited to consider the details on the following page to determine which best suit your needs.

Please fill in details on the form provided and return to Radio Upper Murray as soon as possible, with your cheque in full payment, or part payment if you have chosen an extended package.

Many thanks for your interest.

Sincerely,

Sponsorship subcommittee.

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SPONSORSHIP RATES

Effective 1st April 2009

\$75.00 for 20 announcements per month

\$675.00 per year for 20 announcements per month.

\$1258.00 per year for 40 announcements per month

\$1630.00 per year for 55 announcements per month

(GST inclusive)

TERMS AND CONDITIONS

- A 30 second announcement usually runs to about 75 words
- A 45 second announcement will attract a 25% surcharge.
- A 60 second announcement will attract a 50% surcharge.

All sponsorship material must be at the station at least 3 working days prior to commencement of broadcast.

All announcements are scheduled at the discretion of the station, i.e times and days arranged by the station.

Cancellations can only be accepted with at least 7 working days prior notice in writing.

All annual rates may be paid in advance in quarterly instalments, which will entail a 5% surcharge.



SPONSORSHIP FORM

The following is a list of sponsorship options. Please indicate your preference and fill in details below.

- | | | |
|--------------------------|-----------------------------|-----------|
| <input type="checkbox"/> | Spots @ \$7.50 each | |
| <input type="checkbox"/> | 20 Spots per month | \$75.00 |
| <input type="checkbox"/> | 20 Spots per month per year | \$650.00 |
| <input type="checkbox"/> | 40 Spots per month per year | \$1258.00 |
| <input type="checkbox"/> | 55 Spots per month per year | \$1630.00 |
- (GST inclusive)

We wish to take advantage of the quarterly payment scheme for ,minimum single order of \$675 p.a. Plus 5% surcharge.

BUSINESS INFORMATION

Business Name:

Type of Business :

Contact Name:

Address:

Town:Post Code:

Phone:Fax:

Please print below the main points about your business or provide you own sponsorship script, or pre-recorded material.

SPONSORSHIP DETAILS

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Signature:..... Date:.....

Please return with your cheque, payable to Radio Upper Murray. to:
 Sponsorship Co-ordinator, Radio Upper Murray 55 Main Street. Walwa 3709. Vic