

**MAINfm produces all sponsorship announcements in-house.** You can have input into this process and will be given the opportunity to approve all announcements before they go to air. Your sponsorship co-ordinator can fine-tune your script to ensure that it speaks effectively to our listeners. We have developed an entertaining, informative style of promotional announcement without the 'hard sell'.

- ⇒ A 'spot' is a 30-sec announcement
- ⇒ All prices include GST
- ⇒ All prices include in-house production costs

### **Community and introductory packages**

These packages may be offered to local sponsors using MAINfm for the first time, to bands, musicians or artists who are unsigned or to not-for profit arts or community organisations. They are a cost effective way of engaging the community or to try a radio campaign on for size before committing for a longer period.

#### ***'One Week Wonder'***

6 x 30 second spots per day for 7 days total 42 spots or 21 minutes scheduled between 8am to 8pm

Cost \$165 (\$3.93 per spot)

#### ***Monthly 'Small Package'***

10 x 30 second spots per week for one calendar month

total 40 to 43 spots or 5 mins per week scheduled 8am to 8pm

Link between our website and yours

Cost \$165 (\$3.85 per spot)

#### ***Monthly 'Medium Package'***

21 x 30 second spots per week for one calendar month total 84 to 86 spots or 10 mins per week scheduled 8am to 8pm

Link between our website and yours

Cost \$260 (\$3.05 per spot)

#### ***Monthly 'Large Package'***

28 x 30 second spots per week for one calendar month total 112 to 115 spots or 14mins per week scheduled 8am to 8pm

Link between our website and yours

Cost \$340 (\$3.00 per spot)

### ***Quarterly 'Small Package'***

14 x 30 second spots per week  
for 3 calendar months  
total 182 spots or 90 mins approx. (7 mins per week)  
scheduled 8am to 8pm  
Cost \$340 (\$1.87 per spot)

### ***Quarterly 'Medium Package'***

21 x 30 seconds per week for 3  
calendar months  
total 273 spots or 136 mins approx.  
(10 mins per week)  
scheduled 8am to 8pm  
Cost \$505 (\$1.85 per spot)

### ***Quarterly 'Large Package'***

28 x 30 second spots per week  
for 3 calendar months  
total 365 spots or 182 mins  
(14 mins per week)  
scheduled 8am to 8pm  
Cost \$675 (\$1.85 per spot)

### ***Outside Broadcast***

MAINfm organizes many diverse outside broadcasts (OBs) throughout the Shire and we are keen to expand this service and come face to face with our listeners in the community.

Contact us to discuss your ideas and the suitability/opportunity for an OB.

Rates for an OB start at \$550

### ***Sponsorship Package***

Program sponsorship is a strong branding opportunity to align a product or service to MAINfm programming. Program sponsorship is a statement such as

*"[Your organization] is a proud sponsor of The Garden Show ....."*

These announcements usually run at the beginning and end of a show that you have selected to sponsor. They can also run during the program or adverts for the program.

This package is offered to sponsors who have taken up a quarterly package only.

Cost \$500 for a six-month period of sponsorship

### **All these Promotion packages include**

Professionally scripted & recorded announcement

Your Logo, link & details shown on MAINfm website

Free entry into MAINfm fundraisers & events

Option to offer giveaways during our shows that are suited to your audience

We are able to discuss individual requirement for each package and also payment plans to suit your needs.