

Huon Kingston FM

95.3 Community Radio 98.5
www.huonfm.com

Huon FM broadcasting into the Huon Valley, Channel Regions, Blackman's Bay, Kingborough and Bruny Island is the most effective and economical way to promote your business or event.

Sponsorship Rates: Rates effective January 2024 - GST not included in rates

1 Month Contract includes

60 x 20 sec spots per month	cost \$170 per month
60 x 30 sec spots per month	cost \$190 per month

6 Month Contract includes

90 x 20 sec spots per month	cost \$150 per month
90 x 30 sec spots per month	cost \$160 per month

****12 Month Contract includes**

90 x 20 sec spots per month	cost \$130 per month
90 x 30 sec spots per month	cost \$140 per month

Short Term Contract - must be for 5 days or more and minimum cost \$100

20 sec spot – cost \$20 (plus GST)
30 sec spot - cost \$25 (plus GST)

******Ask about our rates for not for profit organisations***

We offer customised sponsorship for specific Programs depending on program availability. Peruse our Program Guide on our webpage huonfm.com.

**Sponsor's stand out on Community Radio
sponsorship content is limited to 5 mins per hour.**

Community Radio licence is only allowed 5 minutes of sponsorship in any one hour, this allows your sponsorship a higher rate of being heard.

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**Looking for an effective and economical way
to promote your business or event?**

Want to target locals and visitors.

We not only have lots of locals listening, we also have many potential tourist from all around the world tuned onto **95.3/98.5** Huon & Kingston FM.

What age group are you trying to capture.

Potential customers at home or those that work.

We cater for all age groups, have listeners at home and those traveling to and from work.

Most people listen to their car radio.

Have you thought about using your local station **95.3/98.5** Huon & Kingston FM.

We're locals at Huon & Kingston FM broadcasting to the Huon Valley, Channel Regions, Blackman's Bay, Kingston, Bruny Island and further.

Some listeners have only one choice of radio 95.3/98.5 Huon FM.

Others choose to listen to 95.3/98.5 Huon & Kingston FM.

Radio is freedom. You can't drive, or concentrate on your work watching Television or reading Print Media. You can only watch television at certain times of the day or read the paper when it's convenient, however you can turn on a radio nearly anytime or anywhere!

It makes sense that more people listen to Radio than any other media.

What do you do with your paper once you've read it, I use mine to start the fire!

Are you watching television tonight or a new DVD or video?

Television and Print Media just don't allow your customers the **freedom** that **Radio** does!! You can do any of these activities and still listen to radio on Huon and Kingston FM

CLIENT CONTRACT

I/We.....of.....agree to

pay by (cash, cheque or by direct deposit-for this service directions will be included on invoice) the amount agreed upon to Huon FM in exchange for announcements promoting the above-mentioned business, subject to approval of the script.

I/We understand that accounts are due within 7 days of invoicing.

I/We understand that payment needs to be received before the announcement will be broadcast.

Signed:Signed:

(for.....) (for *Huon FM*.....)

Date:Date:

Start Date:End Date:

Client Name:

Address:

Phone Contact:

Email:

INFORMATION FOR SPONSORS

When considering the content of your voiceover, check the following time prompts: 20/30/45/60 seconds. You need to include a tag (acknowledging you are a station sponsor)- Example you can say 'our sponsor 'waterway cottage' or at end of voiceover a proud sponsor of Huon and Kingston FM... Suggested number of words per spot: 20 sec(55 words), 30sec(65 words), 45sec (80 words) and 60sec (95 words). A greater amount of words per spot will possibly not be as clear as you would like. Remember the listeners need to understand what is said and what you are about. Don't place too much in your voiceover. You can use a bed (music under the voiceover) or just use the vocal. Commercial music cannot be used, but there is a wide choice of production music.

Checklist for Sponsorship copy writing

Date:.....

Official Sponsor Company Name:

Contact Person Name/Phone number:

Date Sponsorship needs to go to air on:

Should Sponsorship mention?

Phone number

Address

Email

Type of Sponsorship:

Business Launch

New Product or Service

Special Event

Other.....

Sponsor Spot Duration15/20/30/45/60 - Seconds
(please circle preference)

Should the message be spoken by a: male /female / both (please circle preference)

Music bed required? Yes/No

Style of music required

Outline of copy for Sponsor Spot

.....
.....

Main point of the spot

Include also....

.....