



Triple R Sponsorship & Promotions

Triple R is one of Australia's most distinctive media voices. It's an independent Melbourne radio station with an extremely loyal audience including over 11,000 individual subscribers.

Triple R has a weekly audience of 290,000 in the 15+ age group which is 10% of Melbourne's 15+ population (McNair Ingenuity Research May 2007).

With a monthly audience of over 430,000 and a million hits per month on the Triple R website promotions on Triple R reach both broad and niche audiences, and offers a cost-effective way to deliver your message to responsive listeners.

Sponsorship Rates

30 second on-air promotions:

Zone 1 - \$60

Monday to Friday Breakfast (6-9am) & Drive (4-7pm)

Zone 2 - \$45

All other times

Pro rata rates are available for 15, 45, 60 second spots
10% GST is added to all campaigns

(rates apply as of 1 September 2007)

Many sponsors combine different promotional strategies to engage with Triple R listeners and subscribers in ways that suit their particular event, business or service.

Promotion on Triple R offers a unique opportunity to reach an attentive, socially aware, and culturally active audience who are receptive to information regarding events, products and services in the Melbourne and Victorian communities.

Many listeners tune in to Triple R because it's a community based non-commercial radio station. As such we've developed a style of promotional sponsorship announcements which are entertaining and informative – without the hard sell. Access to the skills of our staff copywriters and all audio production of promotional campaigns are included in our spot rates.

Triple R Promotions:

- On-air promo campaigns
- Triple R "Presents"
- Subscriber movie and theatre previews
- Program Sponsorship
- Competitions
- Outside Broadcasts
- Sponsor discounters
- Web Profile
- The Trip subscriber magazine

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Fax: (03) 9388 9079
www.rrr.org.au

Introduction Package

Triple R introduction campaigns apply to any business, event or service that is using Triple R for the first time. This is a one-off package as an introduction to Triple R promotions. Additional spots are charged at standard rates.

10 Spot: (30 second promotions) 4 x Zone 1 and 6 x Zone 2 timeslots	\$300
20 Spot: (30 second promotions) 8 x Zone 1 and 12 x Zone 2 timeslots	\$600

*10% GST is added to all campaigns.
All first time accounts must be pre-paid.*

Independent Band Rates

Bands or musicians who are not signed to management or a label are eligible for the independent band rate.

Rate: \$30 per 30 second promotion

10 Spot: 4 x Zone 1 and 6 x Zone 2 timeslots	\$300
20 Spot: 8 x Zone 1 and 12 x Zone 2 timeslots	\$600

10% GST is added to all campaigns.

Community Arts Rate

A special arts and cultural community rate is available for independent artists, small scale arts organisations and community based arts events operating without funding.

Rate: \$30 per 30 second promotion

10 Spot campaign	\$300
20 Spot campaign	\$600

10% GST is added to all campaigns.

Flat Rate Packages

The following packages are available including bonus spots after 10pm weekdays and after 8pm on weekends:

\$500 package
(4 x Zone 1 & 6 x Zone 2 plus 1 bonus spot)

\$750 package
(6 x Zone 1 & 9 x Zone 2 plus 2 bonus spots)

\$1000 package
(8 x Zone 1 & 12 x Zone 2 plus 3 bonus spots)

10% GST is added to all campaigns.

Community Service Announcements

Community service information is handled in a range of ways to accommodate the large volume of requests. This can include recorded campaigns, information forwarded to programs, live reads and web profile.

Community service announcements are only available to not-for-profit organisations and applicable to campaigns in the area of health, social justice, public awareness, community based activities and issues and events in the public interest.

To request a community service announcement email: csa@rrr.org.au

Business Stuff

Triple R reserves the right to reject sponsors or material incompatible with the station's sound or objectives.

Campaigns are a minimum of 10 spots. Payments terms are 7 days from date of invoice. Agency fees are not included in rates. Audio production is included in all spot rates. 2 working days production time is required. Proof of airplay can be provided. Cancellation = production costs + 10% of contract value. Additional production fees may apply for script changes or when more than 2 productions per campaign are required. It is Triple R policy to produce all on-air promotions and approval is required for any external production.

**For more information contact Triple R's
Sponsorship & Promotions staff:**

**P: (03) 9388 1027
E: promotions@rrr.org.au**



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