

MUSIC RATE CARDS

 edge radio 99.3^{FM}

TURN UP 2012 ON EDGE

34% (58,000) of Hobart listens to community radio every week!

Edge Radio will deliver your message to a new audience
We offer a variety of shows to target alternative markets, your message is sure to stand out with ONLY 5 minutes of sponsorship announcements an hour!

We'll script and produce ALL of your sponsorship announcements, 10% of all music heard on Edge is Tasmanian 65% of Edge Radio's content is music – we are Hobart's music station!

Edge is an independent, not-for-profit broadcaster generated BY the community FOR the community. Edge listeners are active listeners who are engaged in the local community. You'll be supporting a not-for-profit, charitable organisation in YOUR community. 60% of Edge Radio listeners attend live music events each month.

We proudly support independent, emerging artists

EDGE RADIO 99.3FM

PRIVATE BAG 44
HOBART TASMANIA 7001

PHONE: 03 6226 7273

RATE CARD CAMPAIGNS

'Get It Out There'

1 x 30 second produced announcement
20 spot placements (10 during Prime Time & 10 during Best Time Available)
\$250 (*excl. GST*)

'Make a Splash'

1 x 30 second produced announcement
40 spot placements (20 during Prime Time & 20 during Best Time Available)
1 x Primetime Prize Pack Sponsored Competition
\$450 (*excl. GST*)

'Cause a Ruckus'

1 x 30 second produced announcement
70 spot placements (35 during Prime Time & 35 during Best Time Available)
1 x Primetime Prize Pack Sponsored Competition
\$600 (*excl. GST*)

'Sing It From The Rooftops'

1 x 30 second produced announcement
100 spot placements (50 during Prime Time & 50 during Best Time Available)

2 x Primetime Prize Pack Sponsored Competitions
2 x placements in the Edge fortnightly eNewsletter
\$750 (*excl. GST*)

Edge Presents Event Package

1 x 30 second produced announcement
A minimum of 80 spot placements Web banner placement on
www.edgeradio.org.au for one month
Mention in the Edge Radio fortnightly eNewsletter
Blurb on Edge Presents section of our homepage
2 x Primetime Prize Pack sponsored competitions
\$1000 (*excl. GST*)

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PRIMETIME PRIZE PACK SPONSORED COMPETITIONS

Subject to the campaign type, we run on-air competitions to boost the profile of your event, whilst generating great prize opportunities for our listeners. You supply us with a 'prize pack', which may include ticket giveaways, music releases or merchandise, and we will create a competition concept that will excite listeners about your event.

WE WILL WORK WITH YOU

Edge Radio will work with you to schedule your announcements for the most appropriate timeslots, based on your target audience – at no extra cost. Please note that all audio production costs are included in these rates. All announcements include a 'sponsor tag' acknowledging you as a station sponsor. This complies with industry sponsorship and promotions codes of practice, and elevates your message beyond 'advertising' - acknowledging your support of our not-for-profit radio service.

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LOVE EDGE

As an Edge Radio Sponsor you will also get discounted rates on all sorts of fun things like...

- Check out www.edgeradio.org.au
- Edge Radio's fortnightly eNewsletter
Distributed to hundreds of Tasmanians
- Edge Radio Outside Broadcasts
Edge Radio Outside Broadcasts are a great way to promote your event, gig, show, party...just about anything! Our amazing presenters love hitting the road with our portable studio and broadcasting live from any location.

For more information, please contact us. sponsor@edgeradio.org.au

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