



Alpine Radio

96.5 FM (Kiewa Valley) & 92.9 FM (Ovens Valley)

Sponsorship* Schedule

(July 2010)

Section 1

Run of Station (R.O.S.) means all 15-30 second messages are scheduled throughout broadcast times and days at the stations discretion.

- ★ **Option A.** (short term) — 1 to 4 week contract
Cost \$3.50 per 30 second spot.
- ★ **Option B** (medium term) — 5 to 8 week contract
Cost \$3.00 per 30 second spot.
- ★ **Option C** (long term) — 9 to 12 week contract (longer by arrangement)
Cost \$2.50 per 30 second spot.

Section 2 — Available for first time sponsors or those returning.

- ★ **'Alpine Special Starter Package'**. Minimum 12 week contract. Comprises 275 R.O.S. spots — 23/wk. Cost is \$46/week or \$550 for 12 weeks i.e. \$2.00/spot.

Section 3

TAGS** which may include bonus R.O.S.

- ★ **National News & Sport** — Mon-Fri on the hour 7am-7pm. Sat-Sun on the hour 9am-noon = 65 spots/wk. Cost is \$32.50/wk or \$390.00 for 12 wks i.e. \$0.50/spot.
- ★ **Weather** — Mon-Sun (Local, North-East & Alpine). As above 65 spots/wk. Cost is \$32.50/wk or \$390.00 for 12 wks i.e. \$0.50/spot.
- ★ **Birthday Book** — During breakfast Mon-Sun. Includes 7 Intros, 7 Outros plus 16 bonus R.O.S spots/week = 30/wk. Cost is \$29/wk or \$350.00 for 12 wks i.e. \$1.00/spot.
- ★ **Daily Interview** — Mon-Fri. Includes 5 Intros & 5 Outros plus 20 bonus R.O.S. spots/week = 30/wk. Cost is \$29/wk or \$350 for 12 wks i.e. \$1.00/spot.
- ★ **On This Day** — During breakfast Mon-Fri. Includes 5 Intros & 5 Outros plus 20 bonus R.O.S spots/wk = 30/wk. Cost is \$29/wk or \$350 for 12 wks i.e. \$1.00/spot.
- ★ **Snow Report** — Mon-Sun. 25 spots/wk plus 7 bonus R.O.S spots/wk = 32/wk. Cost is \$48/wk or \$580 for 12 wks i.e. \$1.50/spot.
- ★ **On the Street Where You Live** — During breakfast Mon-Thur: Includes 18 x fifteen second spots plus 12 bonus R.O.S spots/wk = 30/wk. Cost is \$25/wk or \$300 for 12 wks i.e. \$0.83/spot

Section 4

- ★ **Exclusive Sponsored Program** (12 week minimum)
Sponsor a 3 hour *exclusive program* of your choice. Includes — Your name to the program, Intro. & Outro, 12 spots throughout the program (4/hour), 14 pointer promos/wk and 20 R.O.S. bonus spots/wk = 48 spots/wk. Cost is \$96.00/wk or \$1,152 for 12 weeks i.e. \$2.00/spot.

Section 5

- ★ **Special 1 Hour Pre-Recorded Program** — broadcast twice/week.
Sponsor a one hour program — repeated during the week. — 18 spots/wk. Includes: Your name to the program, 14 pointer promos/wk, 2x Intros & 2x Outros = 18 spots/wk. Cost \$27/week or \$324 for 12 wks i.e. \$1.50/spot.

Bonus for all Sponsors

Our **Automatic Overnight Program** of easy listening music plays sponsorships **randomly** — 5 per hour from 9pm to 7am throughout the week.

Production Charge

There is a production charge to produce or alter a sponsorship message. This is on the understanding that Alpine Radio's production resources and facilities are used.

- ★ Production rate per 30 second new message or alteration **\$20.00**

* Sponsorship is the same as advertising in the commercial world.

** A 15-30 second message that will be either read 'live' by the presenter or pre-recorded.

No GST has been charged

PO Box 331
Mount Beauty 3699
Mt Beauty Visitor
Information Centre Precinct
Kiewa Valley Highway

Tel: (03) 5754 4554

Email
info@alpinerradio.com.au

Website
www.alpinerradio.com.au

Sales Representatives

Yvonne Sutton
Mob: 0438 575 441

Email:
dearest@bigpond.net.au

Paul L'Huillier
Mob: 0400 056 247

Email
paulhuillier@bigpond.com

**The Voice & Sounds
of the Kiewa & Ovens
Valleys in N-E Victoria**

Community Broadcasting
"Ordinary People
Engaged in An
Extraordinary Enterprise"