

## Sponsorship Rate Card

TRIPLE B FM is the only independent, live and local media voice of the Barossa and surrounding regions. We are in the unique position of covering both regional and metro audiences in the Barossa, Kapunda & Light, Gawler, City of Playford and parts of the Lower North Council Districts.

**Triple B has an average weekly audience of 42,171 who spend an average of 8.9 listening hours per week** (McNair Ingenuity Research 2008 Community radio listeners aged 15+ for Adelaide was 37% and for regional SA 22%).

Triple B reaches both broad and niche audiences and offers a most cost effective way to deliver your message to responsive listeners.

### Sponsorship Rates

30 second on-air promotions

**\$7.70 (inc. GST)**

All Times

'Live Reads' @ \$3.30 (incl. GST) minimum of 10

Pro Rata Rates are Available for 15, 45 and 60 second spots

A one off professional scriptwriting/audio production cost of \$30 applies per voiceover

Many sponsors combine different promotional strategies to engage with Triple B listeners and subscribers in ways that best suit their particular service. Packages are tailored to client's needs.

Radio is like no other form of advertising. An effective sponsorship announcement makes a strong and lasting impression on the mind of the listener. Many listeners tune to Triple Bfm because it is a community based non-commercial radio station. Therefore we have developed a style of promotional sponsorship announcements that are entertaining, informative and developed uniquely for our sponsors without the hard sell to our listeners.

Radio provides a higher frequency rate than any other form of medium. "The more spots aired, the more impressions made, and the more impressions made the more impressed the client."

Radio is a portable medium. Many people listen to only one station and it is only through that station that they can be reached. With radio the loyalty often belongs to the station.

## Business Stuff

### Triple B Sales Department

PO Box 654  
TANUNDA SA 5352

ABN 71 705 544 385

Sponsorship Coordinator 0411 388 965  
email [mail@bbbfm.com](mailto:mail@bbbfm.com)

## Terms and Conditions

Agency fees are not included in rates.

Campaigns are a minimum of 10 spots.

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

Payment terms are 7 days from date of invoice.

Sponsorships can be cancelled and a collection fee added to amounts overdue 60 days or more.

Sponsorship cancellation requires 7 days notice in writing; otherwise they will be charged as if broadcast.

All copy, pre-recorded material and instructions should be provided 5 working days prior to broadcast.

Proof of airplay can be provided.

It is Triple B policy to produce all on-air promotions and approval is required for any external production.

Additional scriptwriting/audio production fees apply for script changes or when more than 1 production per campaign is required.

Triple B reserves the right to change broadcast times of fixed time placement. This will be compensated for by later scheduling to the same or greater value – refunds will not be made.

Under legislation, all sponsorship promotional messages must be true not false or misleading by statements made or omitted.