



Partnership Media Kit
Parramatta . Cumberland . Hills
Est 1992



Who we are

- Alive 90.5 FM **YOUR** community radio station serving Parramatta, Cumberland and the Hills since 1992.
- Our programs include Breakfast and Drive with regular news, weather and traffic updates, special guests, plus a range of special interest programs.
- You'll also hear a wide range of special interest programs catering to different music interests, cultures, languages and communities.
- Stream the station online or tune your radio to 90.5 FM.
- Commissioned and governed by the rules of the Australian Communication and Media Authority (**ACMA**)
- A member of the Community Broadcasting Association of Australia (**CBAA**)



COMMUNITY
BROADCASTING
ASSOCIATION OF
AUSTRALIA



What we do



Other things we do



Outdoor Broadcasts

Special community, culture or sport events
or at partner locations



ALIVE 90.5 FM



On Air Interviews

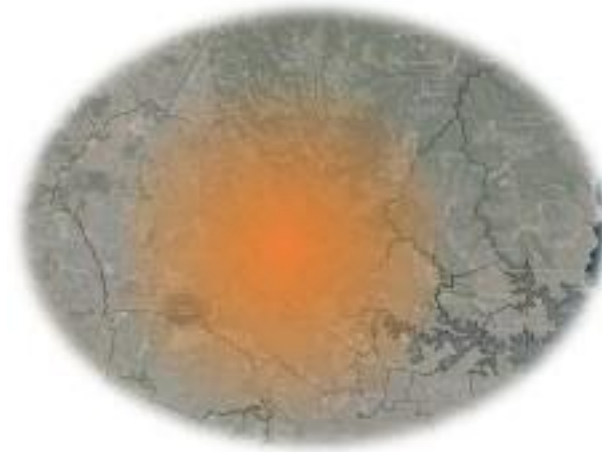
Businesses specialists
Celebrities and Community leaders



Who listens



1 in 4 Australians
listen to community radio every week
Approximately 5.8 million Australians



Alive 90.5 FM has approximately
250,000 listeners every week
in Parramatta, Cumberland and
Hills catchment

According to the McNair Yellow Squares Station Community Engagement Survey,

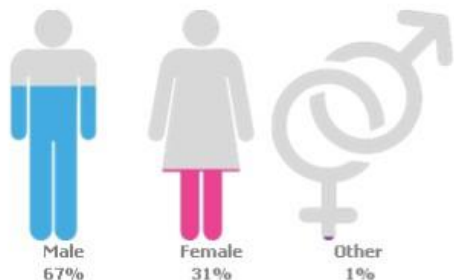


Who listens

SUMMARY - Alive 90.5



Gender



Day Parts - When do people listen?



Net Promoter

18.6



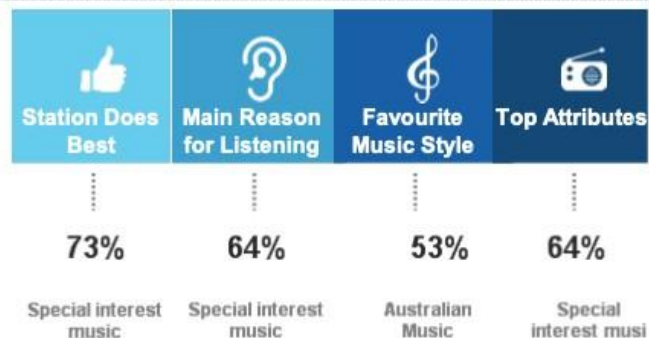
Average Age

55 years



Time Spent Listening

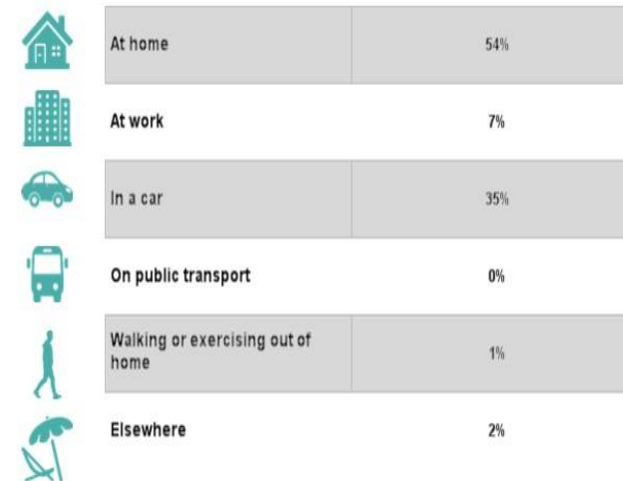
13.2 hrs per wk



LISTENING FREQUENCY



% Time Spent Listening by Location



Why partner – MARKET YOUR BUSINESS

Accessible Advertising Costs

- Start a campaign on Alive 90.5 FM for a lot less than an average letterbox drop or newspaper advertisement

Simple Pricing

- Easy to understand and affordable for any level of business

A Wider Range of Music/Info Formats

- Music and information programming, which covers different genres of music, and targets the listeners that would buy your products

An Uncluttered Environment

- No more than 5 minutes of ad announcements each hour ensures your message gets maximum impact

Reach Your Local Community

- Parramatta, Cumberland and Hills Shire Region

How to Partner



Grow
Small Business
< 10 Employees



Explore
Medium Business 11-
50+ Employees

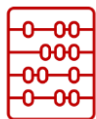


Business Member*

Listing on the Alive 90.5 FM Business
Directory on the website

Value - \$60 p/a

(*included in all partnership packages)



Tactical



Strategic



Visionary

3 mths
\$600

6 mths
\$1,750

6 mths
\$1,200

12 mths
\$3400

12 mths
\$2,200

12 mths
\$5,000




Major Sponsor
Incl News, Weather
or Traffic

Mon to Fri
Advertising

Mon to Sun
Advertising

ALIVE 90.5 FM



Grow							
Small Business							
< 10 Staff		Tactical		Strategic		Visionary	
		600 + gst		1200 + gst		2200 + gst	
On Air Advertising		3 months		6 months		12 months	
Professionally produced 30 sec announcement		1		1		1	
Monday to Friday		Hrs	per hr total	per hr total	per hr total	per hr total	per hr total
Number of Days per week		5		5		5	
PRIME: Breakfast Ads per hr (3 hrs - 6am till 9am)		2				1	2
SECONDARY: Midday ads per hr (7hrs -9am till 4pm)		5	1	3	1	3	1
PRIME: Drive:ads per hr (2 hrs - 4pm till 6pm)		1				1	1
SECONDARY: Evening ads per hr (6hrs -6pm till 12am)		5	1	3	1	5	1
LOW: Overnight ads per hr (6hrs - 12am till 6am)		5	1	5	1	5	1
Total ads per day (Monday - Friday)		11		13		14	
Total per week		55		65		70	
Total per month		220		260		280	
Total per 3,6 or 12 month agreement		660		1560		3360	

Additional Promotional Features			
Your Logo			
Logo on Website	Yes	Yes	Yes
Included in Alive 905 Business Directory text & link	Yes	Yes	Yes
Membership			
12 month Business Memberships	1	1	2
Social Media			
Shoutouts Facebook (total)	3	6	12
Shoutouts Instagram (total)	3	6	12
Newsletter (bimonthly)			
Logo in Newsletter on partners page	Yes	Yes	Yes

NOTE: On air ads time slots may be moved to accommodate if you are sponsoring a specific program



Additional Promotional Features			
Your Logo			
Logo on Website	Yes	Yes	Yes
Included in Alive 905 Business Directory text & link	Yes	Yes	Yes
Membership			
12 month Business Memberships	1	2	2
Social Media			
Shoutouts Facebook (total)	6	12	12
Shoutouts Instagram (total)	6	12	12
Newsletter (bimonthly)			
Logo in Newsletter on partners page	Yes	Yes	Yes
Weather/Traffic/News brought to you by (Naming Rights)			Yes
Events			
Interview spot on agreed program with recording		1	2
On air giveaways per yr		1	2

NOTE: On air ads time slots may be moved to accommodate if you are sponsoring a specific program



What now ... select your package option



Grow

Small Business
< 10 Employees

Tactical

\$600 – 3mth



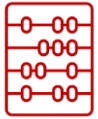
Strategic

\$1200 – 6mth



Visionary

\$2200 – 12mth



Explore

Medium Business
11-50 Employees

Tactical

\$1750 – 6 mth



Strategic

\$3400 – 12mth



Visionary

\$5000 – 12mth



OR



Business Member*
Listing on the Alive 90.5
FM Business Directory on
the website



(*included in all partnership
packages)

THEN

Contact us
now for
more
information



mail@alive905.com.au



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