

**Time to let everyone hear what
your business has to offer**

Why choose  ?

Your Target Demographic – Our Listeners

 Plays the family friendly easy listening, classic hits music from the 60's onwards with specialty programs. We reach out from Townsville to Bowen, Burdekin, Charters Towers and Ingham Districts. We also stream online and have listeners tune in from other parts of the country and even the world. Our general **target demographic is 45+** although we do have specialty programs that cater for other ages such as our Nostalgia program (60+) Friday evenings hosted by the younger station presenters (18+)

Better Cut through Exposure

Under our community license our sponsorship time is limited to just **five minutes per hour** (that's only 10x 30second spot). Your message on Triple T stands out! Your message doesn't get lost in clutter of advertising which means greater exposure to reach your potential customers! **No long breaks!**

Value for Money

Triple T is not-for-profit station and is run on grants, sponsorship and fundraising. We are all about our community, which means looking after local businesses and supporting our economy. Our rates reflect this and we do our best to get you more "bang for your buck". Triple T is a very cost effective option.



Triple T listeners

With a potential reach of 250,000 in our broadcast area
-Triple T is estimated to have a share of 22% in a community radio audience reach- (31,929 in a typical week)
-Triple T is estimated to have a share of 54% in community radio audience reach- (78,371 in an average month)

Your chance to that is here with Townsville's first FM station

 **103.9 FM Community Radio!**

Our sponsorship packages are designed just for you!

Offering you the opportunity to reach out to the community who are your potential customers through our airwaves at a very cost effective price that can't be beaten!

No long term lock in contract so you can see how we can work for you.

TERMS AND CONDITIONS

Prices stated are inclusive of GST and exclusive to this introductory offer only.
Production bonus provided is done in studio at triple t.
Additional charges may be incurred for additional voices and additional messages.
Offer, pricing and placement of spots are subject to availability.
4 week (or less) contracts must be paid in full prior to broadcast unless arranged otherwise. Monthly billing is available for contracts longer than 4 weeks.
Triple T's standard terms and conditions also apply if applicable.



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www.triplet.com.au



**Promote your end of year sales,
service and products with our**

**END OF YEAR
SPONSORSHIP PACK!**



Sponsorship Sales
07 4721 5333

Our **Bronze Sponsorship** package can get your **message** on air in prime time for as little as
\$395 (incl GST)



SPONSORSHIP PACKAGES



BRONZE PACKAGE OPTION

-30 sec message length spots x 20
(or 15 sec message length x 40)
Placed in prime time or program of choice
-**BONUS x 10 additional** ROS spots
-Includes Studio production
Great for short run promo or low budget run. **COST: \$395 incl GST**

SILVER PACKAGE OPTION

-30 sec message length spots x 40
(or 15 sec message length x 80)
Placed in prime time or program of choice
-**BONUS x 10 additional** ROS spots
-Includes Studio production
-**BONUS x 2 LIVE READS** (val \$50)
Great for a longer duration promo or high saturation **COST: \$750 incl GST**

GOLD PACKAGE OPTION

-30 sec message length spots x 80
(or 15 sec message length x 160)
Placed in prime time or program of choice (where available)
-**BONUS x 10 additional** spots
-**BONUS x 5 Live Read spots** (val \$125)
-Includes Studio production
Great for a longer duration promo or high saturation **COST: \$1200 incl GST**

At triple T we pride ourselves in customer service and we see our sponsors as part of the triple t family. Our focus is you, making the process of getting your message on air as hassle free as we can. No hidden costs or foreign lingo, with first class service. Below is a breakdown of the bonus inclusions.

BONUS INCLUSIONS

Production: This is the creative drafting of the script, voice talent and the recording/producing of your sponsorship message at our studio. Clients receive their 15 sec or 30sec message fully produced. There may be additional charges if more than 1 voice is required in the production or if you require more than the bonus production supplied.

Live Read: This is where the on-air presenter does a live announcement during their program for your business. This is very effective in further promoting your business by either mentioning a new location, specials, sales etc.

ROS spots: These are BONUS spots which we place at Run of Station. Run of station spots are unallocated spots either during prime or after hours.

Website and social media promotion: As a triple t Sponsor, your logo and business will be promoted and featured via our web page and social media.

Maximize your business's potential by taking up sponsorship with Triple T.

These optional package upgrades are available in conjunction with any of these set packages. They are only available at this special exclusive rate with these packages.

PACKAGE UPGRADES



LIVE READS

Upgrade your package and have the announcer read your message "LIVE on air". Additional 5 x Live Read package for \$100 and we'll bonus you another 2 giving you a total of 7 Live reads.

Message change option:

Have the option to have your message changed frequently so our listeners can keep up to date with your weekly specials or upcoming performances this includes triple t studio production of your new messages. This upgrade is available with these packages. This includes the voice- over talent, scripting if required, and audio mix down for \$50 per message production.

Live Broadcast:



Why not further promote yourself with an outside broadcast. This is ideal if your aim is to attract attention and works extremely well if you're having a store opening, clearance sale or maybe a fundraiser. Our community events marquee sets up and broadcasts live from your location. Pricing depends on length of broadcast.