

Business and Corporate Subscriptions



RTRFM Business and Corporate Subscriptions go a long way to supporting 'The Sound Alternative'. RTRFM is a completely independent source for music, arts, local news and current affairs within Perth. We rely on the support of the community through subscription, particularly during Radiothon held in August each year, but a Business or Corporate Subscription is also an opportunity for your business to gain recognition from an attentive and loyal audience that can be hard to reach.

RTRFM CORPORATE SUBSCRIPTION - \$1,000

The Benefits

- Production of one 30 second pre-recorded announcement
- 7 x premium, 7 x peak and 7 x standard on-air spots
- 4 x **Subscriber Discount Cards** offering discounted entry to RTRFM events, plus discounts at some of Perth's best film, fashion, theatre and retail outlets

Premium Programming (Monday to Friday)

Breakfast with Barr: 6 - 9am

Full Frequency: 3 - 5pm

Drivetime: 5 - 7pm

Peak Programming (Monday to Friday)

Morning Magazine: 9am - 12pm

Out to Lunch: 12 - 3pm

Standard Programming

A diverse range of programs after 7pm and before 6am on weekdays and all weekend.

Please refer to the RTRFM Program Guide for a description of each show.

A.B.N 32 008 875 527 A.C.N 008 875 527

1ST FLOOR, 642 BEAUFORT STREET MT LAWLEY, WESTERN AUSTRALIA 6050 PO BOX 842 MOUNT LAWLEY WA 6929

PHONE (08) 9260 9200 FAX (08) 9260 9222 EMAIL RTRFM@RTRFM.COM.AU WWW.RTRFM.COM.AU



RTRFM BUSINESS SUBSCRIPTION - \$500

The Benefits:

- Production of one 30 second pre-recorded announcement
- **15 x** standard on-air spots
- **2 x Subscriber Discount Cards** offering discounted entry to RTRFM events, plus discounts at some of Perth's best film, fashion, theatre and retail outlets

Standard Programming

A diverse range of specialist programs after 7pm and before 6am on weekdays and all weekend.

Please refer to the RTRFM Program Guide for a description of each show.

Make the most of your subscription

1. Once you have become a Business or Corporate Subscriber, decide what part of your business you would like to promote on the radio.
2. Write a 60 word script or run-down of your business and email it to your RTRFM Development Manager.
3. The script will be checked and may be edited by an in-house copywriter, then forwarded back to you for final approval. You may also like to have a think about the type of music you would prefer behind the voice over.
4. Once approvals are made, the announcement will be produced in-house and on-air spots will be scheduled in appropriate programming. The schedule will be completed by an RTRFM Development Manager and emailed to you.

Please note:

Subscription campaigns have a **maximum running time** of two weeks for corporate subscriptions and one week for business subscriptions.

Your on-air spots **expire 12 months from the day you subscribe.**

Please allow 2 - 4 days for the process – to approve the script, produce the announcement and schedule it on-air.

You may like to add to your campaign by purchasing some extra on-air spots.

For enquiries or to begin your campaign, please contact an RTRFM Development Manager in the areas of music, retail or arts & culture on (08) 9260 9200.

A.B.N 32 008 875 527 A.C.N 008 875 527

1ST FLOOR, 642 BEAUFORT STREET MT LAWLEY, WESTERN AUSTRALIA 6050 PO BOX 842 MOUNT LAWLEY WA 6929
PHONE (08) 9260 9200 FAX (08) 9260 9222 EMAIL RTRFM@RTRFM.COM.AU WWW.RTRFM.COM.AU