

# RTRFM 92.1 - Radiothon 2009

## Business and Corporate Subscriptions



An RTRFM BUSINESS SUBSCRIPTION is priced at \$500 and includes the following benefits:

- Supporting a community initiative and providing the people of Perth with an alternative source of views, news and music
- Production of one (1) 30 second Business Sponsor announcement (valued at \$110 inc GST)
- 15 x off-peak spots (valued at \$495 inc GST)
- 2 x Subscriber Discount Cards offering discounted entry to RTRFM events as well as discounts at some of Perth's finest film, fashion, theatre and retail outlets
- 12 months web hosting from [www.gozone.net.au](http://www.gozone.net.au) to the value of \$256

### Off-Peak Programming

All programmes after 7pm and before 6am on weekdays and all weekend programmes.

### Process for making the most of your Business Subscription:

Sign up for a Business Subscription.

- Email a 60 word script to the sponsorship manager to be used for producing the 30 second announcement.
- Script will be checked and may be edited by in-house copywriter, then forwarded back to the client for approval.
- Once the approvals are made, the announcement will be produced and 12 complimentary off-peak spots will be scheduled in appropriate programming. The schedule will be completed by an rtrfm sponsorship manager. The schedule of spots will be emailed to you in advance.

### Please note:

Business subscription spots have a **maximum running time of one week**

Your 15 off-peak spots **expire 12 months from the day you subscribe**

Further, **we strongly suggest topping up your complimentary spots** with a selection of premium and peak time spots in order to ensure the effectiveness of your campaign.

**Please allow 2- 4 days for the process** – To approve the script, produce the announcement and get it to air

### Tips for writing effective announcements:

Script for a 30 second announcement follows the outline below:

- begin with a catchy opener,
- describe what you wish to promote
- give specific details (eg. name of exhibition, dates, opening time, website address)
- end with "(Business Name), Business Subscribers of RTRFM 92.1"
- In radio less is more so please be sure to limit the script to 60 words and use rich, descriptive language.

**If you have any questions or if in doubt, please do not hesitate to contact a sponsorship manager on 9260 9200.**

**An RTRFM CORPORATE SUBSCRIPTION is priced at \$1,000 and includes the following benefits:**

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- Supporting a community initiative and providing the people of Perth with an alternative source of views, news and music
- Production of one (1) 30 second Business Sponsor announcement (valued at \$110 inc GST)
- 7 X premium, 7 X peak and 7 x off-peak spots (valued at \$924 inc GST)
- 4 x Subscriber Discount Cards offering discounted entry to RTRFM events as well as discounts at some of Perth's finest film, fashion, theatre and retail outlets
- 12 months web hosting from [www.gozone.net.au](http://www.gozone.net.au) to the value of \$256

#### **Premium Programming**

Breakfast with Barr (Mon – Fri 6am-9pm), Full Frequency and Drivetime (Mon – Fri 3pm – 7pm)

#### **Peak Programming**

Morning Magazine and Out to Lunch (Mon – Fri 9am – 3pm)

#### **Off-Peak Programming**

all programmes after 7pm and before 6am on weekdays and all weekend programmes.

### **Process for making the most of your Corporate Subscription:**

1. Sign up for a Corporate Subscription.
2. Email a 60 word script to the sponsorship manager to be used for producing the 30 second announcement.
3. Script will be checked and may be edited by in-house copywriter, then forwarded back to the client for approval.
4. Once the approvals are made, the announcement will be produced and 21 announcements will be scheduled in appropriate programming. The schedule will be completed by an rtrfm sponsorship manager. The schedule of spots will be emailed to you in advance.

#### **Please note:**

Corporate subscription spots have a **maximum running time of two weeks**

Your 21 radio announcements **expire 12 months from the day you subscribe**

Further, **we suggest topping up your complimentary spots** with additional spots in order to ensure the effectiveness of your campaign.

**Please allow 2- 4 days for the process** – To approve the script, produce the announcement and get it to air

### **Tips for writing effective announcements:**

Script for a 30 second announcement follows the outline below:

- begin with a catchy opener,
- describe what you wish to promote
- give specific details (eg. name of exhibition, dates, opening time, website address)
- end with "(Business Name), Corporate Subscribers of RTRFM 92.1"
- In radio less is more so please be sure to limit the script to 60 words and use rich, descriptive language.

**If you have any questions or if in doubt, please do not hesitate to contact a sponsorship manager on 9260 9200.**