



88.3 Southern FM Sponsorship Packages

Southern FM broadcasts to the affluent demographic in the southern suburbs of Melbourne, to a population of approximately 470,000 and based on McNair Ingenuity Research data our listening audience is approximately 80,000 each week. Our broadcast area covers some of the most affluent suburbs in Melbourne including Brighton, Toorak and St Kilda, and the top three industries comprise Manufacturing, Property and Business/Retail. This provides our sponsors with an ideal opportunity to attract patronage from listeners who are well-placed in terms of household disposable income as well as having an interest in their local community.

88.3 Southern FM is one of the most diverse station in Melbourne with a wide variety of programs running 24 hours a day. Our music shows cover genres catering to almost every taste from Classical, Blues, Jazz, Alternative, 60's, and RnB to name a few. Our talk shows focus on topics as varied as sport, health, astronomy, comedy and the arts. The station's primary focus is on local and Australian content, seeking to give exposure to Australian musical talent and discussing issues affecting local people. The station also has a number of language other than English shows serving the local ethnic communities.

88.3 Southern FM offers a cost effective and affordable medium to reach your potential clients through our FM broadcasts as well as our internet stream, Radio on Demand, podcasts, website and strong social media presence. With total on-air sponsorship on our station limited to a maximum of 5 minutes per hour, your message will stand out and be noticed by the listener, giving a higher impact than on commercial radio.

In today's age, radio stations use online and digital platforms to complement their broadcast. Southern FM has covered most angles possible, with a strong social online presence, live internet streaming, Radio on Demand, and podcasting. Our combined online efforts amount to roughly a further 300,000 plays per year of either entire shows, or snippets of audio. Our online social networks are highly engaged and frequently updated with the latest information from the station.

See the page below for our standard package details. We would also be happy to discuss tailoring a campaign to your specific needs. For further information on sponsorship opportunities, contact sponsorship@southernfm.com.au.

Your sponsorship directly supports the valuable asset that is local community radio and the operation of 88.3 Southern FM.

Sincerely,

88.3 Southern FM Board of Management

Sponsorship Package Details

All rates are GST free

Package	Major (Annual)	Platinum (Annual)	4 Weeks (28 days)	Single Show (Annual)	Single Show (6 months)
Rate	\$3850.00 / annum	\$2500.00 / annum	\$495.00	\$550.00 / annum	\$350.00 / 6 months
Included Airplay Spots Per Week	70 x 30 sec	35 x 30 sec	35 x 30 sec	2 x 30 sec per hour	2 x 30 sec per hour
Total Broadcast Airtime	3640 plays per annum	1820 plays per annum	140 plays per 4 weeks	208 plays per annum	104 plays per 6 months
Price per play	\$1.06	\$1.37	\$3.54	\$2.64	\$3.67
Scripting and production of announcement	Included	Included	Included	Included	Included
Rotation	Between 6am- 10pm	Between 6am-10pm	Between 6am- 10pm	Single Show only	Single Show only