



Free FM Advertising and Support Options

Show sponsorship

Sponsoring a programme forms a partnership between the sponsor, the programme broadcaster, the station and the audience. A sponsorship allows for a greater level of involvement than buying airtime on a commercial radio station. It offers better audience targeting at significantly less cost.

Sponsorship rates are \$25 +GST per half hour and \$35 +GST per full hour of programming. Discounts and part-sponsorships can be arranged.

Advertising

Free FM is in the unique position of being able to specifically target a huge number of different sectors within the Waikato community. Broadly speaking, our listenership covers these main areas:

- Ethnic communities
- Educated audience, families, older persons
- Minority interests - environment, arts and performance, musical genres etc.
- Youth

We can work with you to create advertising targeting any or all of our listener groups. Our community resources mean we have the ability to produce ads in-house in a number of languages.

The cost of advertising is \$12.50 +GST per 30 second spot. However, this is very negotiable depending on the advertising package and mix of options (outlined above) you might require.

We can create advertising packages to suit your requirements.

Interviews

For just \$60 per 10 minute interview, we will welcome you on to one of our Weekday Breakfast shows to verbally promote your business. Each segment should focus on providing meaningful information to your target market. The breakfast announcer will also announce the segment with promotion for your business.

Your own show

For just \$25+GST per half hour per week (or \$35 +GST per full hour) you can have your own 30 minute radio show, live or pre-recorded. Within each half-hour of a show you are entitled to two plays of a thirty second ad for your business. You are also entitled to a free five minute interview in a Breakfast zone each month.

Feature sponsorship

Free FM has introduced a new feature sponsorship option. It entails supporting a given feature of a particular show (which might be a review, a gig guide, a Top Ten list or similar). This entitles you to naming rights to the feature, to a free weekly interview (as part of or separate to the feature) and to advertisements, either supporting the feature, or for another purpose of your choice. Feature sponsorship pricing and particulars can be negotiated on a case-by-case basis.



Zone sponsorship

We offer the option to sponsor an entire “zone” or block of programming. This is an exclusive opportunity to reach a targeted audience at a low price. We will be pleased to discuss zone sponsorship options with you.

Tailoring options to your organisation’s requirements

We are happy to work with you to provide a package that meets your requirements. Many organisations request a mix of options for convenience and flexibility.

Thank You

We appreciate the opportunity to present you with our advertising options. Should you have any questions, please don’t hesitate to contact Free FM using the below details.

Sincerely,

Joshua Drummond

Sponsorship and Advertising Coordinator

Free FM 89.0

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live streaming and podcasting via www.freefm.org.nz