



sponsorship@freefm.org.nz
t. 07 834 2170
214 Collingwood Street
PO Box 110, Hamilton 3240
freefm.org.nz



Advertising Rates

(Minimum 20 ads)

Length of Ad	Cost	What we do
30 Seconds	\$12.50 + GST	Produce and record the advertisement
60 Seconds	\$20.00 + GST	Produce and record the advertisement

Sponsorship

Length of Show	Cost	What advertising space do you get?	Included in all lengths of Show Sponsorship
30 Minutes	\$25.00 +GST	<ul style="list-style-type: none">• 2 Sponsor Messages (30 second ad during or outside the show)• 2 Adlibs (Short mentions from the broadcaster)	<ul style="list-style-type: none">• Monthly Interview• Logo included on the show page on our website• Link from your logo to your website (if applicable)• Acknowledgment on Facebook
60 Minutes	\$35.00 + GST	<ul style="list-style-type: none">• 3 Sponsor messages• 3 Adlibs	<ul style="list-style-type: none">• As Above

Interviews

All Commercial Interviews	10 mins in duration	\$60.00
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Subject to Free FM approval as we reserve limited places in the Free FM Breakfast



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Zone Sponsorship

Podcast Zone	Intro and Outro sting on approx 80 weekly podcast episodes totaling approx 25,000 downloads per month	\$200 per week
Zone Time	Investment Per Week	What's Included
Breakfast Zone 7am - 10am weekdays	\$150 + GST	15 hours (15 ads) per week + 7 Zone stings per week
Community Zone 10am - 3pm weekdays	\$300 + GST	25 hours (25 ads) per week + 7 Zone stings per week
Drive Zone (Youth/Community) 3 – 6pm weekdays	\$150 + GST	15 hours (15 ads) per week + 7 Zone stings per week
Ethnic Zone 6 – 9pm weekdays, 3 to 8:30 pm weekends	\$250 + GST	27 hours (27 ads) per week + 7 Zone stings per week
Music Zone 9 – 12pm, 7 days	\$200 + GST	21 hours (21 ads) per week + 7 Zone stings per week
Weekend Zone (Community/Faith) 7am – 3pm weekends	\$150 + GST	18 hours (18 ads) per week + 7 Zone stings per week

All Zones (except Podcast Zone) include the following:

- 1 x 30 second sponsor advertisement every hour, in-zone
- 1x Free FM zone sting per day with Sponsor recognition, ex-zone
- Tailored leverage opportunities for campaigns or projects
- Free FM sponsor promotions