



91.5fm
THE POSITIVE
ALTERNATIVE

Getting to know your customers and allowing them to really connect with you matters more today than ever. It takes time to build meaningful relationships, people need to be courted and businesses must deliver on their promises.

The strength of any great marketing strategy is its ability to connect with the right people, to present meaningful offers and to build a great reputation. While there is certainly a place for short term marketing tactics, we believe the best results come from consistently branding your business month after month so that our listeners can get to KNOW you.

Assuming you present them with great value for money and information they LIKE, it will only be a matter of time until they TRUST you enough to take you up on what you have to offer.

Phone: 07 5482 1769
Email: 91.5moffice@gmail.com
PO Box 774 Gympie QLD 4570
www.cooloolachristianradio.com.au

Source: * McCrindle Research May 2017 - CMAA Christian Radio Sentiment



Grow Your Business

Quick Facts

4 in 5 listeners (84%) place a much higher level of trust in a station sponsor on this radio station than a business advertising on commercial radio*

77% of listeners indicate they are more likely to respond to our sponsor's message than a commercial station's advertiser's message*

Grab an **Unfair** advantage over your competition with our ability to Transfer Trust of our loyal listeners so you become the trusted leader in your business category on 91.5 FM.



Annual Sponsorship Packages

Effective September 2018

1 SILVER PACKAGE

Inclusions	Rate card value	Your discounted rate
21 x 30 second radio spots	\$210 per week	\$84 per week
Listing on 91.5 FM website	\$50 per week	Free Bonus
Total	\$260 per week	\$84 per week

2 GOLD PACKAGE

Inclusions	Rate card value	Your discounted rate
28 x 30 second radio spots	\$280 per week	\$112 per week
Production of 1x30 sec spot	\$90 each	Free Bonus
Listing on 91.5 FM website	\$50 per week	Free Bonus
Filler spots (7x30 each week)	\$91 per week	Free Bonus
Total	\$391 per week	\$112 per week

3 PLATINUM PACKAGE

Inclusions	Rate card value	Your discounted rate
35 x 30 second radio spots	\$350 per week	\$140 per week
Production of 1x30 sec spot	\$90 each	Free Bonus
Listing on 91.5 website	\$50 per week	Free Bonus
Filler spots (14x30 each week)	\$182 per week	Free Bonus
Total	\$582 per week	\$140 per week

All radio spots with annual packages are placed BMADE (5am-12am Mon-Sun). Production per 30 sec radio spot \$90. All prices exclude GST. 91.5 FM Sponsorship Terms & Conditions apply.

The BIG difference

- **91.5 FM** plays positive, feel-good music (never any offensive, smutty lyrics)
- **91.5 FM** promotes faith, family and fun - it's great for the entire family
- **91.5 FM** only play 5 minutes of sponsorship announcements (commercials) per hour
- **91.5 FM** has a '60 second guarantee' - only playing 60 seconds of sponsorship in a row

A McCrindle Research study* indicates that **our listeners are much more responsive** than commercial radio listeners.

The Headlines

- **86%** of listeners **trust our sponsors** more than regular advertisers on local commercial stations
- **77%** of listeners **respond to our sponsors message** more than a commercial radio advertisers message

In the last year, in response to a sponsor or advertisers message, our listeners are...

- **68%** (2.2 times) more likely to **visit our sponsor's website**
- **49%** (1.9 times) more likely to **access our sponsor's service**
- **44%** (1.9 times) more likely to **attend an event of one of our sponsors**
- **40%** (1.5 times) more likely to **purchase a product from one of our sponsors**