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**Sponsorship Rate Card**

**Rates**

<b>General Spot Rates 2014</b>				
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	<b>15 sec</b>	<b>30 sec</b>	<b>45 sec</b>	<b>60 sec</b>
Mon –Sun	\$20	\$35	\$45	\$50

\*For every 4 purchased Commercials campaigns, receive one for free.

<b>Community Calendar</b>	6 reads per day	\$30 per day
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Community Calendar Reads are specifically for Not for Profit Organisations to promote a not for profit event or inform community listeners

**3KND Audience**

3KND’s listening audience has grown over the last 12mths to average 340,000 listeners across the AM footprint and an increasing number on the Digital Network. Like you we are conscious of branding and take due care that, our sponsors receive the best value or placement available.

**Latest 3KND Listener Survey Results :**

- **80.2%** of people heard about 3KND through the community grapevine and **37.4%** heard through friends.
- **34%** of listeners are over the age of 50, **28%** between 41-50, **13%** between 36-40, **16%** between 26-35 and **9%** between 16-25.
- **68.4%** of people listen to 3KND in their car, **61.2%** listen at home and **20.4%** listen while at work
- **77.1%** of listeners are of Aboriginal or Torres Strait Islander decent and **22.9%** are non Aboriginal or Torres Strait Islander.

## Production Costs

Studio Rental	\$200 Per hour (with producer)
Audio Production	\$100 Per Piece
Voice-Over Artist	\$150 Per Voice
Script Development	\$75 Per Script
CD Burning/Duplication	\$5 Per Copy (CD Rom)

## Other Information

- Cancellation must be 7 Days prior to broadcast.
- Cancellation fee - 10% of the broadcast fee will apply for Cancellation.
- Additional cost may apply for studio time and production

**Target audience:** Indigenous communities within Victoria particularly the metropolitan communities. We also broadcast via the web and on Digital Radio (KND Digital).

This means that ANYONE in Australia or even the WORLD can tune in online, digital or the AM frequency 1503.

With an active audience of 40,000 and growing this includes a variety of different demographic groups.

## Booking Deadlines

Bookings to be made two weeks prior to start date. All material received one week prior to the campaign start date and in an MP3 format.

**For bookings and Scheduling, please contact:**

**Erica Higgins**

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