

ABOUT 3MDR

After the Ash Wednesday disaster of 1983, the first ideas were formulated to provide a broadcasting service for emergencies within the Dandenong Ranges. 3MDR was established and commenced broadcasting in 1985.

3MDR (97.1fm) is an award winning community broadcaster and has been licenced to serve the communities of the Mountain District area for over 30 years.

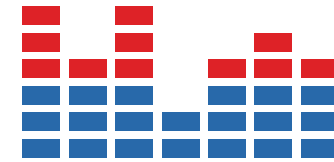
3MDR provides a diverse range of programs enjoyed by listeners both near and far, including international communities around the world via the online live stream @ 3mdr.com.

3MDR broadcasts 24 hours a day, 7 days a week. Our programming is presented entirely by volunteers and includes music, live performances, interviews, news and lifestyle, talk-back and local community arts and culture.

We broadcast at least 50% Australian music and proudly support independent Aussie artists.



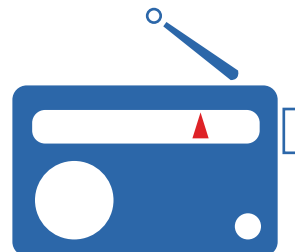
2,232 hours streaming / week
4,500+ website views / week



1,283,000 average listeners
(in Melbourne / week)



40% listen for local news / info



560+ subscribers



4,859 social media followers

3MDR

97.1 fm

mountain district radio

Mountain District Radio Inc

3mdr.com | 03 9752 5637

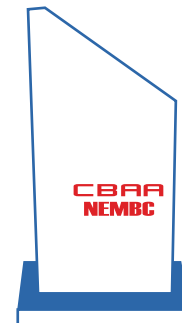
PO Box 1229 Upwey VIC 3158

Forest Park Homestead
Riley Rd, Upwey South

AASN A0007631Y | ABN 27 882 272 030



59 shows - 114 hours live/week



8 National Broadcasting Awards

SPONSORSHIP & SUBSCRIPTION

There are a range of sponsorship and subscription options available to our listening community.

SPONSORSHIP TYPE

	RATE
Station Have your message spread across all programs. Your business logo, contact details and website link on 3mdr.com.	\$250 - \$1000 (3-12 months)
Venue Showcase your venue and have a regular gig guide produced. Your business logo, contact details and website link on 3mdr.com	\$1200 / \$1600 (12 months)
Show Have your message heard on your favourite show. Your business logo, contact details and website link on 3mdr.com	\$260 / \$480 (6 / 12 months)
Casual (minumum of 20 spots)	\$5/spot
Production (for any additional production done during a campaign)	\$60

Sponsorship starts at these rates and we provide custom quotes.

Payment plans available for Station, Venue & Show packages.

We also offer FREE digital marketing add-ons for sponsors and subscribers.

SUBSCRIPTION TYPE

	COST
Community Group School Sports Club	\$50
Performer	\$50
Business	\$100

These subscriptions are for groups and individuals and are in addition to our listener subscriptions.

Subscriptions are valid for 1 year and offer discounts of 25% - 50% on sponsorships.

FAQs

What is sponsorship at 3MDR?

Essentially it is advertising, but as we are a community radio station it's classified as sponsorship.

Why sponsor 3MDR?

We have a loyal and passionate listenership.

Exclusivity - only 5 minutes of paid announcements per hour.

Community Radio provides high frequency promotion at a cost effective price.

Campaigns on 3MDR are designed and produced by our professional team and are tailored to meet your business' needs.

Your business is actively supporting a not for profit community organisation, whilst gaining visibility in our local area and beyond.

What's In It For Me (The Business)?

Primarily local audience.

Growing community of listeners.

Awareness raising.

Sponsorship & Business Subscriptions are tax deductible as a business expense.

What is included in your 3MDR Sponsorship?

The professional production of one announcement per package.

All packages include your business' logo and contact details, which are linked, on the Sponsorship page of 3mdr.com.

All broadcast sponsors receive FREE bonus spots in 3MDR's overnight programming.