



SPONSORSHIP INFORMATION

Mountain District Radio Inc
 3mdr.com | 03 9752 5637
 PO Box 1229 Upwey VIC 3158
 AASN A0007631Y | ABN 27 882 272 030

Station Sponsorship

- Target the broad range of 3MDR listenership and visitors to the 3MDR website
- Choose the time of day and frequency of announcements to suit your business needs
 - Your business logo, contact details and website link will be visible on the 3MDR website page
 - Your business logo and weblink will be added to the 3MDR website rotating banner

Amount of 30 sec spots	Price / Spot	Total Cost	Min Weeks	Max Weeks
420	\$2.38	\$1,000	26	52
250	\$3.00	\$750	16	52
140	\$3.57	\$500	8	26
60	\$4.20	\$250	4	12

Show Sponsorship

- Reach a particular demographic
- Your 30 second promotion will achieve maximum impact being aired at the beginning, during and at the end of your chosen weekly show (total of 3 spots per week)
 - Your business logo, contact details and website link will be visible on the 3MDR website

Amount of 30 sec spots	Price / Spot	Total Cost	Number of Weeks
156	\$3.08	\$480	52
78	\$3.33	\$260	26

Casual Sponsorship

Short term contracts are available. A minimum of 10 spots @ \$5 per 30 second spot

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 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 bonus spots in 3MDR's overnight programming.