



Advertising Rates

(Minimum 20 ads)

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

* Significant package deals are available for bulk advertising.

Show Sponsorship

Length of Show	Cost	What advertising space do you get?	Included in all lengths of Show Sponsorship
28 Minutes	\$25.00 +GST	<ul style="list-style-type: none"> • 2 sponsor messages (30 second ad immediately before and after the show) • Verbal mentions during the show 	<ul style="list-style-type: none"> • Logo included on the show page on our website, including link to your website • Acknowledgment on Free FM social media
58 Minutes	\$35.00 + GST	<ul style="list-style-type: none"> • 2 sponsor messages • Verbal mentions • 2 additional ads (played elsewhere in the Free FM schedule) 	<ul style="list-style-type: none"> • As above

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

* Organisations are welcome to provide Free FM with relevant info for show hosts to promote e.g. events, new products, and initiatives.

Zone Sponsorship

Zone Time	Cost Per Week	What's Included
Breakfast Zone 7.30 – 9.30am weekdays	\$150 + GST	10 hours (10 ads) per week
Community Zone 10am - 3pm weekdays	\$300 + GST	25 hours (25 ads) per week
Youth Zone 3 – 5pm weekdays	\$150 + GST	10 hours (10 ads) per week
Drive Zone 5 – 6pm weekdays	\$100 + GST	5 hours (5 ads) per week
Ethnic Zone 6 – 9pm weekdays, 3 to 8:30 pm weekends	\$250 + GST	27 hours (27 ads) per week
Music Zone 9 – 12pm, 7 days	\$200 + GST	21 hours (21 ads) per week
Weekend Zone (Community/Faith) 7am – 3pm weekends	\$150 + GST	18 hours (18 ads) per week
Podcast Zone	\$200 + GST	15 second intro sting on approx 80 weekly podcast episodes totaling approx 25,000 downloads per month

All Zones (except Podcast Zone) include the following:

- 1 x 30 second advertisement every hour in-zone
- 1 x Free FM zone sting per day with sponsor recognition (outside of zone)
- Tailored promotional opportunities for your campaigns, events or projects

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