

Advertising and Sponsorship Options

1 Paid-For Interviews

Organisations or businesses can gain exposure by being interviewed by a Plains FM staff member. This can be placed as a feature near other programmes targeting a community of interest, or in a specific timeslot such as “breakfast” morning or “drive time”.

Regular or one-off Interviews can feature your services, successes, upcoming events, information and issues and also feature specific people and their involvement, role, knowledge or aspirations.

Interviews are scheduled into available spaces. They are also then available as podcasts on our website www.plainsfm.org.nz and sponsors can link to them from their own website or send the podcast link to their community of interest or network via an email. Great for putting into quarterly reports as well!



Our listeners are as diverse as our presenters

	Breakfast one off	Breakfast Regular	Specified Slot
7 min i/v slot (non-profit)	\$40+GST	\$20+GST	n/a
7 min i/v slot (business)	\$50+GST	\$30+GST	n/a
12 min i/v slot (non-profit)			\$30 + GST
12 min i/v slot (business)			\$50 + GST

Contact: nicki@plainsfm.org.nz Phone: 365-7997

2 Sponsorship

Sponsorship is the easiest and most cost-effective way of advertising with Plains FM. It means you get to build a special relationship with a particular show on our station, with prominent mentions from the broadcaster, and other opportunities to promote your brand.

Sponsor a programme

Sponsorship of a programme presented by a not-for-profit organisation is only \$16 +GST for a 25 minute show or \$32 +GST for a 55 minute show.

Sponsorship of all other programmes is only \$21 +GST for a 25 minute show or \$42 +GST for a 55 minute show.

As Plains FM is run by a registered charity, the cost of sponsoring a show is a tax deduction for businesses. On top of that, it's seriously cost-effective.

There's also the fact that through sponsoring Plains FM, you're helping support a vital community resource. Most of our dedicated volunteer broadcasters wouldn't have the resources to make radio for their communities without sponsors, and we thank you for it.



Sponsor a Zone

We offer the option of sponsoring an entire “zone” or block of programming. This is an exclusive opportunity to reach a targeted audience at a low price. We would be pleased to discuss the options with you.

3 Advertise throughout our schedule

Staff can create an advertising campaign to suit your budget and target audience.

You may want to reach migrant communities, or youth, or people with disabilities or you may want to reach a certain demographic or community of interest.

We can place ads around, or within, specified programmes or run of station.

Advertising rates vary depending on the duration of ads, the frequency of spots, the need for talent, and any copy to be translated.

Spot rates for 30 second advertisements run-of-station or between specific programmes are \$20 +GST
Spot rates for 30 second advertisements in breakfast or within specific programmes are \$30 +GST.

Campaigns are tailored to suit your requirements and budget.
See the full rate card.

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