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ABOUT TRIPLE R



Triple R has shaped and inspired the culture of Melbourne. Since its inception as an educational broadcaster in 1976, Triple R has become Australia's largest community radio station with nearly 21,000 paid subscribers. The station broadcasts live to over 1,000,000 listeners per month across FM and digital (DAB+ digital radio, podcasts and online) (Source: McNair Dec 2019).

The Triple R website, rrr.org.au, records an average of more than 280,000 page-views and 115,000+ visits per month. The 3RRR Radio On Demand service averages approx 68,000 page-views per month, while the station averages approx 48,000 hours of listening per month via the online live stream and over 28,000 downloads of podcasts per month. Triple R is a favourite of approx. 69,000 TuneIn users.

Triple R's weekly newsletter has a circulation of approx. 31,000, the tri-annual subscriber magazine, *The Trip*, has a circulation of 16,000, over 53,000 follow the station on Facebook, 60,000+ follow on Twitter and 37,000 follow on Instagram, with these numbers growing rapidly. Triple R's YouTube channel receives over 20,000 views per month.

The Triple R grid houses over 70 diverse programs. Music shows cover every genre imaginable including rock and pop, punk, metal, hip hop, funk and soul, electronica, jazz, roots and beyond. Specialist talks programs delve into topics as varied as the arts, environment, human rights, politics, medicine, permaculture, sport, film, science and local interests.

With the exception of *Breakfasters*, all of Triple R's programs are presented by volunteer broadcasters. These broadcasters are drawn to the station because

of its unique, independent ethos and its commitment to quality community radio. All Triple R's broadcasters have a passion for what they present and are genuine music fanatics or devoted experts in their fields. Triple R is not play listed. Our broadcasters decide what they say and play.

The voices heard on Triple R are as varied as its listeners. It's many of these listeners who keep the station on-air year in, year out. Triple R is a fully independent non-profit community radio station which relies on sponsorship and listener subscriptions to keep running – listener funded radio. It is not beholden to shareholders or advertisers, but here to serve our community of listeners and offer them a genuine, intelligent and considered alternative.

This unique relationship between Triple R and its listeners connects with people in more ways than just on-air. The Triple R Performance Space officially opened its doors in 2009. This purpose built 150 person venue has hosted major overseas artists, comedy shows, independent theatre and literary events. Most events have been for Triple R subscribers and are free for them to attend.

Triple R is one of Australia's most distinctive media voices – it is an independent Melbourne radio station with an extremely loyal audience.

Promotion on Triple R offers a unique opportunity to reach attentive, socially aware, and culturally active listeners who are receptive to information regarding events, products and services in the Melbourne and Victorian communities.

WHO LISTENS TO TRIPLE R?

The Triple R audience is diverse, highly engaged and loyal! One in two are working in a white-collar professional or managerial role with higher levels of discretionary income. They have a higher propensity to consume lifestyle products such as travel, entertainment, audiovisual equipment, computer accessories and software, books, fine foods, specialty beverages, home improvement and self-improvement products.

THE STATS

- 1,000,000+ monthly listeners
- 20,000+ paid subscribers
- 280,000+ page-views on rrr.org.au per month
- 115,000+ visitors to rrr.org.au per month
- 68,000+ page-views per month on 3RRR Radio On Demand
- 48,000 hours listening to the live stream per month on rrr.org.au
- 28,000+ downloads of 3RRR podcasts per month
- 69,000 favourites on TuneIn
- 31,000+ weekly e-newsletter circulation
- 16,000 tri-annual subscriber magazine, The Trip, circulation
- 53,000+ Facebook followers
- 60,000+ Twitter followers
- 37,000+ Instagram followers
- 20,000+ views on Youtube per month



James Chance with Vaughan Quinn from Double Bounce

DEMOGRAPHICS

- 32% work in professional, business manager or executive roles
- 23% are business owners, self-employed, work in sales or clerical roles
- 20% are technical, skilled, semi-skilled or manual workers
- 65% work full time
- 46% earn more than \$60,000 per annum
- 53% have a Bachelor or higher, university degree
- 19% are 40-54, 48% are 25-39 and 28% are 15-24 years of age
- 57% of monthly listeners are male, 43% female
- 37% are single/never married, 26% are married/in a partnership with child(ren) at home
- 30% are married/in a partnership with no children

Source: McNair Ingenuity

WHO LISTENS TO TRIPLE R?

SUBSCRIBERS BY GEOGRAPHIC AREA

- Melbourne Inner: 20.2%
- Melbourne Northern: 29.5%
- Melbourne Eastern: 12%
- Melbourne South-Eastern: 17.2%
- Melbourne Western: 8.8%
- Victoria - Other: 9.6%
- Australia - Other: 1.9%
- International: 0.7%

WHAT DO THEY WATCH AND LISTEN TO?

They tend to be light consumers of commercial television, preferring government broadcasters, which offer a more globally focused and cerebral approach. Likewise, when it comes to the radio, they are more likely to listen to community and government broadcasters because they are capable of catering to their tastes and opinions and because of the broader music focus.



Breaking and Entering's Simon Winkler with First Aid Kit

TRIPLE R SPONSORSHIP RATES

INDIVIDUAL SPOT RATES

- *All spots relate to 30 second announcements
- *All prices are ex-GST
- *Campaigns contain a minimum of 10 spots
- *10 spot campaigns can run for no longer than 14 days
- * All prices include in-house production

Radio Announcements

Zone 1 - \$80/spot
(Monday to Friday Breakfast 6-9am & Drive 4-7pm)

Zone 2 - \$50/spot
(all other times)

Agency Rates

*These rates include a 10% agency commission.

Zone 1 - \$88.89/spot
(Monday to Friday Breakfast 6-9am & Drive 4-7pm)

Zone 2 - \$55.56/spot
(all other times)

Production Cost

Triple R produces all sponsorship announcements in-house . Your Sponsorship Coordinator can fine-tune your script to ensure that it speaks effectively to our listeners. We've developed a style of promotional announcement which is entertaining and informative without the hard sell. All clients can have input into this process (if required) and are given the opportunity to approve all announcements before they go to air. Every campaign includes the complimentary production of one spot with a second "tonight" version.



Steph Hughes with Annaliese Redlich from Neon Sunset

TRIPLE R STANDARD SPONSORSHIP PACKAGES

Flat Rate Packages

- *All spots relate to 30 second announcements
- *All prices are ex-GST
- *Campaigns contain a minimum of 10 spots
- *10 spot campaigns can run for no longer than 14 days
- * All prices include in-house production

The following packages are available:

12 Spots: 4x Zone 1 & 8x Zone 2 (\$720 value)
\$660

19 Spots: 6x Zone 1 & 13x Zone 2 (\$1,130 value)
\$990

27 Spots: 8x Zone 1 & 19x Zone 2 (\$1,590 value)
\$1320

58 Spots: 17x Zone 1 & 41x Zone 2 (\$3,410 value)
\$2,750

120 Spots: 35x Zone 1 & 85x Zone 2 (\$7,050 value)
\$5,500

Agency Flat Rate Packages

*These rates include agency commission.

The following packages are available:

12 Spots: 4x Zone 1 & 8x Zone 2 (\$720 value)
\$733.33

19 Spots: 6x Zone 1 & 13x Zone 2 (\$1,130 value)
\$1,100

27 Spots: 8x Zone 1 & 19x Zone 2 (\$1,590 value)
\$1,466.67

58 Spots: 17x Zone 1 & 41x Zone 2 (\$3,410 value)
\$3,055.56

120 Spots: 35x Zone 1 & 85x Zone 2 (\$7,050 value)
\$6,111.11

Introduction & Community Packages

Introduction & Community rates may be offered to the following clients, at Triple R's discretion:

- Small-scale, local sponsors using Triple R for the first time
- Bands or musicians who are unsigned and unrepresented

- Very small scale not-for-profit arts or community organisations and artists operating without funding.

13 Spots: 2x Zone 1 and 11x Zone 2 spots (\$710 Value)
\$350

26 Spots: 4x Zone 1 and 22x Zone 2 spots – (\$1,420 Value)
\$700

- 26 spot maximum per campaign at this rate, any additional spots are charged at standard rates
- All accounts must be pre-paid
- Not available to agency bookings

Community Service Announcements

Community service information is handled in a range of ways to accommodate the large volume of requests. This can include recorded campaigns, information forwarded to programs, live reads and web profile.

Community service announcements are only available at Triple R's discretion, and must be deemed appropriate for Triple R's audience. Mostly they are only offered to charities or fundraising events where 100% of the proceeds (not the profits) go to a charity cause. To request a community service announcement email: csa@rrr.org.au.

TRIPLE R WEBSITE AND E-NEWS ADVERTISING

WEBSITE ADVERTISING – RRR.ORG.AU

All Web Banners that are purchased are site-wide across all pages where we run external advertising, with the exception of the homepage. Only the Web Square is available for homepage placement, making it highly valuable.

*These rates do not include agency commission.

*All prices are ex-GST.

*Web Square only available for homepage and Album of the Week placement.

Stats

- 280,000+ average page-views per month
- 115,000+ average visits per month
- 4 minute 30 second average session duration

Cost

- Web Square/link (displays as rectangle on mobile) – \$350 per week for Album of the Week page placement, \$750 per week for homepage placement.
- Top Banner - \$750 per week
- Bottom Banner - \$500 per week

Specs

- Web Square: desktop: 387w x 387h, mobile (reformatted as rectangle): 300w x 250h
- Top Banner: desktop: 970w x 90h, mobile: 320w x 50h
- Bottom Banner: desktop 1070w x 180h, mobile: 320w x 100h
- JPEG and GIF only (no EPS, PDF or Flash)
- Animated GIF will work for most viewers (except for Outlook '07). We recommend GIF for animations but with the knowledge that not all users may see the animation. Any pertinent information should be on the first slide.
- Resolution: 72dpi
- Supply relevant link with artwork

TRIPLE R E-NEWS ADVERTISING

Triple R's weekly newsletter is delivered to the inboxes of over 31,000 Triple R listeners and contains everything that's happening around the station and our wonderful city. There are at most three banner ad features each week, making it highly valuable property. Sign up for it at rrr.org.au (head to the bottom of the page to sign up).

*These rates do not include agency commission.

*All prices are ex-GST.

Stats

- Weekly circulation: 31,000
- Open rate: 25%

Cost

- E-news banner – top placement – \$500
- E-news banner – middle placement – \$400
- E-news banner – bottom placement – \$300
- E-news banner – all three – \$1000

Specs

- E-news banner – 600w x 150h pixels
- JPEG and GIF only (no EPS, PDF or Flash)
- Animated GIF will work for most viewers (except for Outlook '07)
- Animated GIF will work for most viewers (except for Outlook '07). We recommend GIF for animations but with the knowledge that not all users may see the animation. Any pertinent information should be on the first slide.
- Resolution: 72dpi
- Supply relevant link with artwork

THE TRIP

SPECIFICATIONS & GENERAL/AGENCY RATE CARD

FULL PAGE

Trim (WxH)
220 x 210mm

3mm bleed (WxH)
226 x 216mm

Live type area (WxH)
204 x 194mm
8mm from trim

4 colour

GENERAL - \$1,320 (PLUS GST)

Preferred Positions

IFC/BC - \$1,450 (PLUS GST)

OBC - \$1,650 (PLUS GST)

AGENCY - \$1,470 (PLUS GST)

Preferred Positions

IFC/BC - \$1,615 (PLUS GST)

OBC - \$1,835 (PLUS GST)

HALF PAGE

100 x 194mm

No bleed (WxH)

4 colour

GENERAL - \$780 (PLUS GST)

AGENCY - \$870 (PLUS GST)

QUARTER PAGE

100 x 95mm

No bleed (WxH)

4 colour

GENERAL - \$360 (PLUS GST)

AGENCY - \$400 (PLUS GST)

STRIP AD

No bleed (WxH)
204 x 30mm

4 colour

GENERAL - \$225 (PLUS GST)

AGENCY - \$250 (PLUS GST)

ABOUT THE TRIP MAGAZINE

The Trip, Triple R's tri-annual subscriber magazine, features intimate reads from Triple R's announcers on just about everything and anything, as well as a peak behind the scenes at Triple R. Advertising in The Trip can complement on air sponsorship to add another dimension to your promotional campaign. The magazine's long shelf life and large and committed audience of Triple R subscribers, makes it a particularly attractive option for creating a long term alignment with the station. The Trip comes out in April, August and December each year. Circulation 16,000.

SUPPLY OF ADVERTISING MATERIAL (PC OR MAC)

PRINT

Material can be emailed as a PDF file created using the specifications described below:

- Fonts must be outlined or embedded
- Advertisements must be supplied with a colour laser proof at 100% of size.
- Before saving file as a PDF, ensure all images and spot colours are processed CMYK (not RGB, lab colour or indexed colour).
- Files to be supplied at a minimum of 300 DPI.

PROOFING

- A colour laser must accompany any files which need to be resupplied
- Proofs must be sized at 100%
- Advertisements not adhering to this specification will not be accepted.
- Cancellation deadline is equivalent to booking deadline. A full cancellation fee will apply after this date.

PLACING FILES

Every file placed within postscript must be either a TIFF or an EPS (no JPEG or PICT) and be CMYK. Rotations should be exact for example 90 degrees, 180 degrees.

TIFF files should have no LZW compression.

ACCEPTED MEDIA TRANSPORT

- CD / DVD ROM
- Email (maximum 5mb)

Details of magazine inserts are available upon request.

OTHER PROMOTIONAL OPPORTUNITIES

Triple R offers a range of promotional opportunities that can be tailored to suit the requirements of individual clients and campaigns including:

TRIPLE R PRESENTS CAMPAIGNS

“Triple R Presents” Campaigns represent the strongest alignment Triple R can offer an external event. They are only offered to events of cultural significance with strong ties to Triple R’s programming and include a great deal of bonus campaign material. They attract a minimum sponsorship expense of \$1320+GST. Triple R Presents Campaigns go through a comprehensive approval process via station staff and volunteers to ensure they are strongly aligned to the station’s values and programming. Ask a Sponsorship Coordinator for more information.

ON-AIR GIVEAWAYS AND COMPETITIONS

Triple R Sponsors can benefit from organising on-air giveaways to Triple R Subscribers with a campaign. If you’re interested, ask a Sponsorship Coordinator while booking your campaign.

OUTSIDE BROADCASTS

Triple R organises many Outside Broadcasts from all sorts of locations around Victoria. You may establish an event with the station to feature a live Triple R broadcast, or the station can simply suggest an event to broadcast from and acknowledge you (the sponsor) for making it possible. Any broadcast opportunity and all programming content is to be determined independently by Triple R’s programming staff and broadcast volunteers.

The expense for facilitating a Triple R Outside Broadcast starts at \$3,000+GST.

MUSICAL LIVE-TO-AIR PERFORMANCES

Triple R regularly plays host to live-to-air performances from overseas and local emerging artists in the Triple R Performance Space, and is always looking for

sponsors to make these performances possible. All live-to-air performances take place at the discretion of programming staff and our broadcast volunteers, they create a very strong alignment for a sponsor with the station and the local music scene. The facilitation costs to sponsor a live-to-air performance from the Triple R Performance Space start at \$2,500+GST.

TRIPLE R SUBSCRIBER FILM PREVIEW SCREENINGS

Triple R regularly coordinates special subscriber film preview screenings under our ‘Triple R Presents’ campaign banner. These specialised campaigns combine an advance preview screening of an upcoming film with an effective, tailored sponsorship campaign. They attract a minimum sponsorship expense of \$1320+GST. All Triple R presents campaigns go through a comprehensive approval process to ensure they are strongly aligned with the station’s values and programming. For more information, contact Ashlee Kehoe at ashleek@rrr.org.au

PROGRAM SPONSORSHIP

Program and segment sponsorship is a strong branding option to align a product or service with the station’s programming. It is available from \$350 +GST per week and runs for a minimum of 12 weeks. Approval is at the discretion of the station and relevant broadcaster.

RADIOTHON OR APRIL AMNESTY PRIZE CONTRIBUTION

Triple R runs a major subscriber drive, Radiothon, in August each year, and this is complemented by the April Amnesty campaign.

The station organises Radiothon and April Amnesty prize draws as incentives for listeners to subscribe. Prize contributors receive a great deal of promotional value from being associated with the campaigns. There are various prize categories for prizes of differing value. For more information, contact Ashlee Kehoe at ashleek@rrr.org.au

OTHER PROMOTIONAL OPPORTUNITIES



Nao with Emerald Cowell from Tomorrow Never Knows



Radio Marina 20th birthday Outside Broadcast

BECOME A SUBSCRIBER DISCOUNTER

Triple R currently has nearly 21,000 loyal subscribers who are potential new customers for your business. We ask Subscriber Discounters to provide our subscribers with an exclusive benefit or a minimum 10% discount off goods or services.

In return, Triple R will promote your business details in the Subscriber Discounters section of our website. Triple R promotes the Subscriber Discounters scheme to drive listeners to that section of the website.

If you become a Subscriber Discounter you will receive a 'Triple R Subscriber Discounter' sticker to put on your front window and attract the loyal Triple R Subscribers. To get started, complete the **Triple R Subscriber Discounter Contract** available at rrr.org.au/discounters/rrr-discounters/ and return it to subscriberdiscounter@rrr.org.au.

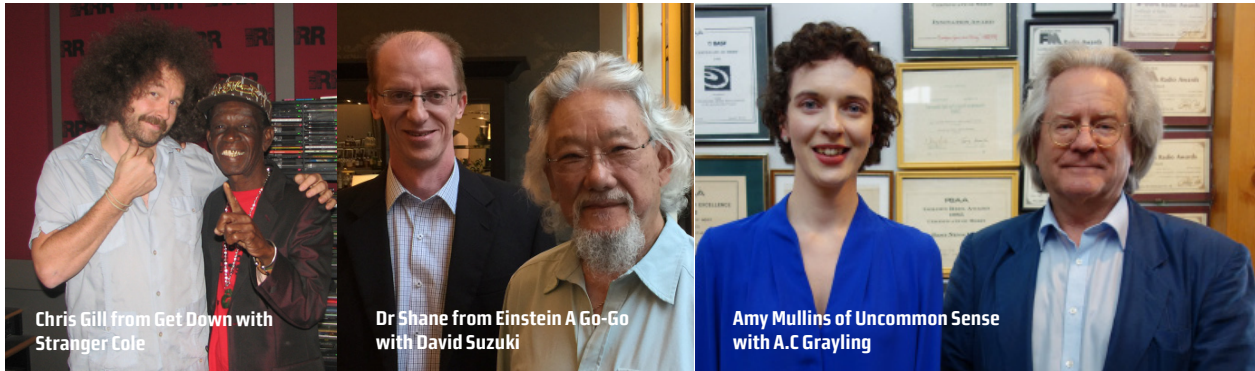
EVENTS GUIDE/THINGS TO DO TODAY

You can request that your event is promoted for free via these three Triple R programming initiatives. Simply email your event details to the following addresses for consideration:

eventsguide@rrr.org.au – for possible inclusion online and on-air Wednesday- Friday 7pm, Saturday and Sunday 6pm

thingstodotoday@rrr.org.au – for free weekend events on-air on Saturday and Sunday at 9am

SPONSORSHIP TERMS AND CONDITIONS



- Campaigns contain a minimum of 10 spots.
- 10 spot campaigns can run for no longer than 14 days.
- All sponsorship announcements are produced by Triple R and voiced in-house, except with prior approval.
- 2 working days production time is required.
- Cancellation of a campaign will result in a charge containing production costs + 10% of contract value + the costs of any spots that have already gone to air.
- Additional production fee of \$100 per production may apply for script changes or when more than 2 productions per campaign are required.
- Triple R reserves the right to reject sponsors or material incompatible with the station's sound or objectives.
- Discounted community campaigns and new accounts must be pre-paid.
- Invoices are issued when contracts are approved, prior to airplay.
- Triple R Logo usage is generally restricted to "Triple R Presents" events and requires station approval.
- No hard selling, inflated or definitive statements, or false or forced enthusiasm. No directing the audience (e.g. "do this"), just statements of fact.
- No questions posed to the audience (i.e. "Have you ever...?").
- No multi-voiced conversations (i.e. "Hi Jill. Hi Ben").
- Announcements run for 30 seconds. All scripts must be no longer than 60 words in length, and must be tagged with "XYZ sponsors Triple R" or similar.
- In the script, references to the client must be grammatically in the third person.
- The script can have no mention of price, phone numbers, addresses or email addresses.
- The script can have no mention of third party sponsors.
- Please provide a phonetic pronunciation guide for all tricky words or names in the script (i.e. Maceo Parker: Maceo pronounced May-See-Oh).
- Announcements must contain a music backing. You may provide or suggest the music backing, otherwise Triple R's production team will source something for you.
- For brevity dates must be formatted like this: Tuesday November 23, not: Tuesday the 23rd of November.

DON'T BE A STRANGER!



The Harpoons perform at our live broadcast from Melbourne Music Week

For more information contact Triple R's Sponsorship staff on 03 9388 1027

or

Nik Tripp

nikt@rrr.org.au

Music Festivals, Record Companies, Music Promoters and 3RRR Music Presents Enquiries.

Ashlee Kehoe

ashleek@rrr.org.au

Unsigned & Unrepresented Bands & Artists; Community Arts & Culture; Venues, Cafes & Restaurants; Gaming and E-Sports; Comedy; 3RRR Subscriber Film Previews/Film Industry; April Amnesty and Radiothon Subscriber Prizes and Promotion; and Subscriber Discounters.

Levi Heeringa

levih@rrr.org.au

General Business; Education; Local, State & Federal Government and Community Organisations; and Community Service Announcements.

Lisa Kovacevic

lisak@rrr.org.au

Arts & Culture, Theatre, Film Festivals, Arts & Cultural Partnerships for Local Council and Government.

Please Note: all community service announcement enquiries are sent to **csa@rrr.org.au**



Paul Kelly with Dave Graney from Banana Lounge Broadcasting