

Sponsorship Rate Card

General Spot Rates				
	15 Seconds	30 Seconds	45 Seconds	60 Seconds
Mon-Sun	\$45.00	\$60.00	\$80.00	\$100.00
*For every 4 purchased Commercials campaigns, receive one for free.				
Community Calendar	6 Reads Per Day		\$40.00 Per Day	
Community Calendar Reads are specifically for Not-for-Profit Organisations to promote a not-for-profit event or inform community listeners				
Production Costs				
Studio Rental		\$200Per hour (with producer)		
Audio Production		\$100 Per Piece		
Voice-Over Artist		\$150 Per Voice		
Script Development		\$75 Per Script		
Duplication		\$5 Per Copy (USB)		

Cancellation –

- Cancellation must be 7 Days prior to broadcast.
- Cancellation fee - 10% of the broadcast fee will apply for Cancellation.
- Additional cost may apply for studio time and production

Booking Deadlines –

- Bookings to be made two weeks prior to start date. All material received one week prior to the campaign start date and in an MP3 format.

FAME/3KND

ABN: 88 969 013 001 **ICN:** 8633

Postal Address: PO Box 112 Preston 3072 Melbourne VIC

PH: (03) 9471 1305 **Email:** reception@3KND.org.au **Web:** www.3KND.org.au

V25092024

Other Information –

3KND Audience –

3KND's listening audience has grown over the last 12mths to average 335,000 listeners across the AM footprint and an increasing number on the Digital Network.

Like you we are conscious of branding and take due care that, our sponsors receive the best value or placement available.

Latest 3KND Listener Survey Results:

- **80.2%** of people heard about 3KND through the community grapevine and **37.4%** heard through friends.
- **34%** of listeners are over the age of 50, **28%** between 41-50, **13%** between 36-40, **16%** between 26-35 and **9%** between 16-25.
- **68.4%** of people listen to 3KND in their car, **61.2%** listen at home and **20.4%** listen while at work.
- **77.1%** of listeners are of Aboriginal or Torres Strait Islander decent and **22.9%**.

Target Audience –

Indigenous communities within Victoria particularly the metropolitan communities.

We also stream via the internet, Digital Radio and multiple apps including iHeart, TuneIn Radio and Community Radio Plus.

This means that **anyone** in Australia or even the **world** can tune in online, digital or through the AM frequency 1503.

With an active audience of 235,000 and growing this includes a variety of different demographic groups.

For bookings and Scheduling, please contact:

Phone: 03) 9471 1305

Email: reception@3knd.org.au

Web: <https://www.3knd.org.au/>

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