



radio

**NOW
BROADCASTING
THROUGH
125
TRANSMITTERS**

Program Features

- Hosted by DJ Goodwill
- A weekly syndicated national radio show - 2 hours
- Breaking new music mixed with dance floor anthems
- Clubbers Guide - DJ ring in's
- The Dance Floor Top 5 Tracks of the week
- Guest Mix Sets
- SMS to win - giveaways
- The latest News and Goss

Sponsorship & Advertising Benefits

- Interviews and news grabs
- Product giveaways - SMS to win
- 30 second radio commercials
- Sweeps, Id's and Brand Credits
- On line ad content and click through links
- 85,000 unique users monthly
- Weekly E newsletter to members - 45,000 data base
- Full brand integration opportunities
- Post campaign analysis and measurement



James Dein
The Media Plan
0407 655 001



The MoS “Brand Builder” Ministry of Sound Radio

The MoS Brand Builder is a great value advertising package designed to build your brand and reach the young adult market, the early adopters who seek out all that new in music, fashion technology and lifestyle. This package uses frequency of message, together with some carefully researched and executed interview segments placed in the news segment within the show- a combination of advertising and advertorial.

Package

- 4 x 10 second produced messages, placed in program, across the music weekly.
- 3 x Interview cuts, placed in program, within the Ministry of Sound.com.au update segment.
- Term Minimum 13 weeks.
- Rate Card Value Weekly \$1269.00 P/W plus gst
- Less Discount 15% for 13 week commitment - \$1094 P/W plus gst = \$14,222 plus gst 13 weeks
- Less Discount 20% for 26 week commitment - \$1016 P/W plus gst = \$26,416 plus gst 26 weeks
- Less Discount 30% for 52 week commitment - \$889 P/W plus gst = \$46,228 plus gst 52 weeks

Reserved to 4 clients only at any one time

The MoS “4 Week Call to Action” Ministry of Sound Radio

The MoS “4 week Call to Action” is also excellent value designed for high impact using maximum frequency of message with 30 second messages plus a combination of 10 second supporting messages to re-enforce your message and drive call to action!

Package

- 4 x 30 second spots embedded into the program and played first into the commercial break providing a preferred time placement at no additional charge.
- 4 x 10 second spots also embedded into the program and played over music mixes.
- Term 4 Minimum 4 weeks.
- Rate Card Value Weekly \$4,800 P/W plus gst
- Less Discount of 30% for packages to air between the months of May to September = \$3660 P/W plus gst.
- 4 x Week Package Investment \$14640 plus GST.

Reserved to 2 clients only at any one time

The MoS “Clubbers Guide” Ministry of Sound Radio

The MoS “Clubbers Guide” is a weekly benchmark feature contained in hour 1 of the weekly 2 hour radio show- Ministry of Sound “Sessions” heard every week around Australia.

Each week, the biggest names and hottest DJ’s ring in to the show, and update Goodwill and the punters on their weekend’s manoeuvres... DJ’s call in from literally all over country, along with International DJ’s on tour through the biggest Clubs and Festivals in Australia

- the Clubbers Guide segment truly unites the nation as one.

Sponsorship Package

As sponsor of the weekly Clubbers Guide segment you will receive the following....

- 1 x 10 Opening Credit on the segment, plus another 10 second closing credit after the 2 minute (or so) Clubbers Guide Feature Segment each week
- DJ Goodwill will also give your brand a plug during this segment, so in all 3 BIG mentions associated with the “Clubbers Guide” segment
- You can also bundle in additional commercial spots as may be required to hit your target at a great spot rate.
- Minimum Weekly Investment
- \$1200 plus GST P/W

Minimum 13 week commitment and a limit of 1 sponsor only- exclusive

The MoS “The Dance Floor Top 5” Ministry of Sound Radio

The MoS “Dance Floor Top 5” is another weekly benchmark feature that just goes on delivering with every track played. This feature is spread out across the 2 hour show, as Goodwill counts down the Top 5 tracks as played at Clubs around Australia each and every week.

Sponsorship Package

As sponsor of the weekly The Dance Floor Top 5 segment you will receive the following....

- 5 x Naming Credits only adjacent to each Music Track, by way of a short Sting Intro.
- You will also receive a Live Mention from Goodwill during his show opener...
- You can also bundle in additional commercial spots as may be required to hit your target at a great spot rate.
- Minimum Weekly Investment
- \$1200 plus GST P/W

Minimum 13 week commitment and a limit of 1 sponsor only - exclusive

The MoS “Guest Mix Set” Ministry of Sound Radio

The MoS ‘Guest Mix Set’ is another great weekly feature in the radio show- each week Goodwill features a Special Guest Mix Set in the show played in hour 2.

The Guest Mix set could be anyone from the best of our local club DJ’s to a major international touring act from Ibiza, with the music set being mixed up into a 20 minute music sweep.

Sponsorship Package

As sponsor of the weekly Guest Mix Set you will receive the following....

- Naming Credits only on the Intro to the Guest Mix set-
- 2 x 10 second Credits played over the Mix Set.
- You can also bundle in additional commercial spots as may be required to hit your target at a great spot rate.
- Minimum Weekly Investment
- \$700 plus GST P/W

Minimum 13 week commitment and a limit of 1 sponsor only- exclusive

The MoS “News Update” Ministry of Sound Radio

The MoS ‘News Update’ segment is played half way through hour 2 of the weekly 2 hour show that is Ministry of Sound Sessions.

This segment deals with the latest Goss, News and all the behind the scenes shenanigans of the dance music industry- the segment also deals with the latest technology and what’s breaking cool with your device be it phone, laptop or device.

Sponsorship Package

As sponsor of the weekly News Update you will receive the following....

- Naming Credits only on the Intro to the News Update
- 2 x 10 second Credits played during the radio show.
- You can also bundle in additional commercial spots as may be required to hit your target at a great spot rate.
- Minimum Weekly Investment
- \$900 plus GST P/W

Minimum 13 week commitment and a limit of 1 sponsor only- exclusive

Terms

Our trading Terms are Net 14 days from EOM to approved applicants.

We offer a further 2.5% discount for 50% cash up front OR a full 5% discount for 100% cash up front by negotiation.

Additional Benefits may be agreed by negotiation from time to time.

Ministry of Sound Sessions FM Stations

Capital Cities

Sydney	2day	12am-2am Sat
Melbourne	foxfm	12am-2am Sat
Brisbane	b105	12am-2am Sat
Adelaide	safm	12am-2am Sat
Perth	92.9	12am-2am Sat

Regional Areas By State



QLD

Hot Fm Port Douglas 103.5 10PM Fri
 Hot Fm Cairns 103.5 10PM Fri
 Hot Fm Mareeba 97.9 10PM Fri
 Hot Fm T'sville 103.1 10PM Fri
 Hot Fm Mackay 100.3 10PM Fri
 Hot Fm Charters Towers 95.9 10PM Fri
 Hot Fm Rockhampton 107.9 10PM Fri
 Hot Fm Emerald 94.7 10PM Fri
 Hot Fm Gladstone 93.5 10PM Fri
 Hot Fm Roma 95.1 10PM Fri
 Sea Fm Bundaberg 93.1 10PM Fri
 Sea Fm Maryborough 101.9 10PM Fri
 Sea Fm Sunshine Coast 91.9 10PM Fri
 Sea Fm Gold Coast 90.9 10PM Fri
 Hot Fm Mossman 91.7 10PM Fri
 Hot Fm Atherton 97.9 10PM Fri
 Hot Fm Nebo 89.9 10PM Fri
 Hot Fm Airlie Beach 94.7 10PM Fri
 Hot Fm Bowen 107.9 10PM Fri
 Hot Fm Clermont 102.9 10PM Fri
 Hot Fm Moranbah 91.3 10PM Fri
 Hot Fm Middlemount 104.5 10PM Fri
 Hot Fm Blackwater 90.3 10PM Fri
 Kool Fm Innisfail 98.3 1AM Sat
 Kool Fm Tully 90.3 1AM Sat
 Kool Fm Cardwell 91.9 1AM Sat
 Kool Fm Babinda 94.9 1AM Sat
 Kool Fm East Palmerston 103.3 1AM Sat
 Kool Fm Cardwell 91.9 1AM Sat
 Hot Fm Mt Isa 10pm Fri
 CFM Toowoomba 100.7FM- 10pm Fri
 CFM Kingaroy 89.1FM- 10pm Fri
 CFM Warwick 91.9FM- 10pm Fri
 CFM Dalby 91.5FM- 10pm Fri
 CFM Stanthorpe 97.9FM- 10pm Fri

NSW

Star Fm Coffs Harbour 105.5 10PM Fri
 Star Fm Port Macquarie 102.3 10PM Fri
 Star Fm Albury 104.9 10PM Fri
 Star Fm Gosford 101.3 10PM Fri
 Star Fm WaggaWagga 93.1 10PM Fri
 Star Fm Griffith 99.7 10PM Fri
 Star Fm Orange 105.9 10PM Fri
 Star Fm Dubbo 93.5 10PM Fri
 Star Fm Mildura 99.5 10PM Fri
 Star Fm Young 93.1 10PM Fri
 i98Fm Wollongong 98.1 10PM Fri
 Star Fm Tumut 103.1 10PM Fri
 Star Fm Cootamundra 107.7 10PM Fri
 Star Fm West Wyalong 94.1 10PM Fri
 Snow Fm Cooma 97.7 10PM Fri
 Snow Fm Jindabyne 94.7 10PM Fri
 Snow Fm Thredbo 92.9 10PM Fri
 Snow Fm Perisher 101.9 10PM Fri
 Snow Fm Bombala 91.7 10PM Fri
 Star Fm Gilgandra 101.3 10PM Fri
 Star Fm Narromine 94.9 10PM Fri
 Sea Fm Gosford 104.5 10PM Fri
 Star Fm Cowra 99.5 10PM Fri
 EagleFM Goulburn 93.5 10PM Fri

TAS

Sea Fm Hobart 100.9 10PM Fri
 Sea Fm Scottsdale 99.7 10PM Fri
 Sea Fm Burnie 101.7 10PM Fri
 Sea Fm Devonport 107.7 10PM Fri

NT

Hot 100 Darwin 100.1 10PM Fri
 Hot 100 Katherine 106.9 10PM Fri
 Alice Springs 96.9 1AM Sat
 Uluru 100.5 1AM Sat

WA

WAFM Karratha 106.5 10PM Fri
 WAFM Port Hedland 91.7 10PM Fri
 WAFM Broome 101.3 10PM Fri
 WAFM Camarvon 99.7 10PM Fri
 WAFM Geraldton 96.5 10PM Fri
 REDFM Lancelin 102.3 10PM Fri
 REDFM Moora 90.9 10PM Fri
 REDFM Newdegate 90.9 10PM Fri
 REDFM West Angelas 91.3 10PM Fri
 REDFM Hope Downs 91.7 10PM Fri
 REDFM Lake Grace 91.7 10PM Fri
 REDFM Kondinin 92.3 10PM Fri
 REDFM Lake King 92.5 10PM Fri
 REDFM Woodie Woodie 92.5 10PM Fri
 REDFM Mesa J Mine 94.1 10PM Fri
 REDFM Murrin Murrin 94.1 10PM Fri
 REDFM Boddington 94.9 10PM Fri
 REDFM Pemberton 97.3 10PM Fri
 REDFM Nyabing 98.5 10PM Fri
 REDFM Cerantes 99.9 10PM Fri
 Hot Fm Narrogin 100.5 10PM Fri
 Hot Fm Busselton 95.7 10PM Fri
 Hot Fm Merredin 105.1 10PM Fri
 Hot Fm Northam 96.5 10PM Fri
 Hot Fm Kalgoorlie 97.9 10PM Fri
 Hot Fm Bunbury 95.7 10PM Fri
 Hot Fm Bridgetown 95.7 10PM Fri
 Hot Fm Esperance 102.3 10PM Fri
 Hot Fm Katanning 94.9 10PM Fri
 Hot Fm Albany 106.5 10PM Fri

SA

Star Fm Mt Gambier 94.3 10PM Fri

VIC

Star Fm Bendigo 91.9 10PM Fri
 Power Fm Ballarat 103.1 10PM Sat
 Star Fm Mildura 99.5 10PM Fri
 Star Fm Goulburn Valley 96.9 10PM Fri
 Star Fm Gippsland 10PM Fri
 Star Fm Alexandra 93.7 10PM Fri
 Star Fm Mt Buller 93.7 10PM Fri
 Star Fm Yea 93.7 10PM Fri
 Star Fm Shepparton 96.9 10PM Fri
 Star Fm Falls Creek 100.5 10PM Fri
 Star Fm Corryong 95.7 10PM Fri
 Star Fm Warragul 94.3 10PM Fri
 Star Fm Traralgon 97.9 10PM Fri
 Mixx FM Colac 107.7 - 10pm Fri
 Mixx FM Apollo Bay 95.9FM- 10pm Fri
 Mixx FM Lorne 92.7FM- 10pm Fri
 Mixx FM The Great south West 106.3FM- 10pm Fri
 Mixx FM Portland 93.7FM- 10pm Fri
 Mixx FM Western District 88.9FM- 10pm Fri
 Mixx FM Wimmera Mallee 101.3FM- 10pm Fri
 Mixx FM Ararat 98.5FM- 10pm Fri
 Mixx FM Nhill 94.5FM- 10pm Fri
 Mixx FM The Mallee 107.7FM- 10pm Fri
 Mixx FM Kerang 98.7FM- 10pm Fri
 Coast FM Warmambool 95.3FM- 10pm Fri

ACT

Canberra Fm 104.7 12AM Sat