



sound scape

Featuring tracks from...  
Not From There  
Propellerheads  
The Living End  
Beastie Boys  
Regurgitator  
Pulp

DOUBLE CD OUT NOW  
TUNE IN TO 102.7FM FOR DETAILS  
SUBSCRIBE DURING TRIPLE R'S RADIOTHON

MAJOR PRIZES FOR SUBSCRIBERS DONATED  
A TRIPLE R TRANSMITTER APPEAL  
Hard Boiled Ball  
dial it up  
diversity in the face of adversity

# 102.7 FM THREE TRIPLE RRR MEDIA KIT

Explore  
Planet of Sound  
Subscribe

With a Win  
Return Trip for 2 to Bunbury Area  
FREE  
COUNTDOWN

RRRADIOTHON  
Fri 12 - Sun 21 August Ph: 419 2066



# 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 most influential community radio station. Up to 21,000 loyal Triple R Subscribers pay an annual fee to support Triple R.

Today, Triple R remains one of Australia's most distinctive media voices - an independent Melbourne institution with an extremely loyal audience.

# KEY FIGURES:

- 790,000+**  
MONTHLY FM & DAB+ AUDIENCE
- 58,000+**  
TWITTER FOLLOWERS
- 307,000+**  
MONTHLY WEB HITS
- 55,000+**  
FACEBOOK FOLLOWERS
- 267,000+**  
MONTHLY ONLINE LISTENS
- 45,000+**  
INSTAGRAM FOLLOWERS
- 17,000+**  
PAID SUBSCRIBERS
- 32,000+**  
ENEWS SUBSCRIBERS
- 78,000+**  
TUNE IN FAVOURITES
- 12,000+**  
MAGAZINE SUBSCRIBERS
- 25,500**  
ANNUAL EVENT ATTENDANCE
- COUNTLESS**  
BUMPER STICKERS
- 1.5 MILLION**  
TOTAL MONTHLY IMPRESSIONS

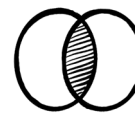


# SPONSORSHIP ON TRIPLE R IS:



## HIGH IMPACT

Triple R limits sponsorship to just four minutes per hour of programming, so sponsored messages really stand out.



## HIGHLY RELEVANT

Our sponsorship team are experts at tailoring a sponsor's message to work for the Triple R audience. Subscribers rate their satisfaction with the relevance of sponsorship very highly at 5.9 out of 7.



## BETTER VALUE FOR MONEY

Average cost per 1000 impressions is \$1.20. For comparison, this is more than twice the impressions per dollar than can be achieved on Google, Instagram and Facebook Australia.



# TRIPLE R'S AUDIENCE IS:

**Always listening:** Triple R listeners take us everywhere they go.



**44%**  
LISTEN IN THE CAR



**40%**  
LISTEN AT HOME



**15%**  
LISTEN AT WORK OR WHILE  
COMMUTING

Comparatively, general radio listening primarily takes place 70% in the car.

**Large:** Triple R has over 17,000 paid subscribers who support the station. On social media, we have followings of over 45,000. Our eNews that is sent out every Monday night hits the inboxes of over 32,000 subscribers.

**Diverse:** Triple R's audience is genuinely multi-generational, and living situations are a mixture of family, couple, single and shared households.



**Hard to reach elsewhere:** **57%** only or mostly listen to Triple R and avoid commercial radio.

**Passionate:** Triple R subscribers are passionate about everything Triple R. Overall subscriber satisfaction with Triple R is very high at 6.2 out of 7, and the station's values at 6.4 out of 7.

**Highly engaged:** Listeners are highly engaged in culture and the world around them. A month in their lives looks like this:



**76%**  
READ BOOKS



**29%**  
ATTEND LIVE MUSIC



**25%**  
GO TO THE CINEMA



**89%**  
VISIT CAFES, BARS OR  
RESTAURANTS



**21%**  
GO ON DAY TRIPS OR  
WEEKENDS AWAY



**46%**  
VISIT BEACHES, PARKS  
OR NATIONAL PARKS

**Professional:** **47%** work in Management, Professional Services, Legal, Marketing or IT.



**Educated:** **39%** hold a degree and **67%** hold an undergraduate degree or higher.

**Influential:** Listeners are highly influential in their social circles and rate Triple R supporting Melbourne culture very highly at 6.5 out of 7.

**Loyal:** Triple R is the most subscribed to not-for-profit media organisation in the country.



# ON-AIR SPONSORSHIP PACKAGES

## INDIVIDUAL SPOT RATE

**Zone 1: \$80/spot**

Monday to Friday: *Breakfasters* 6-9am & Drive shows 4-7pm

**Zone 2: \$50/spot**

All other times

## PACKAGES

**12 spots**                      4 x Zone 1 & 8 x Zone 2  
**\$660**                              (\$720 value)

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

**27 spots**                      8 x Zone 1 & 19 x Zone 2  
**\$1,320**                            (\$1,590 value)

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

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

— Average CPM of \$1.20 per campaign

## PRODUCTION

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.



- 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

# COMMUNITY SERVICE ADVERTISING

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 please contact: [csa@rrr.org.au](mailto:csa@rrr.org.au).

# INTRODUCTION AND 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**                      2 x Zone 1 & 11 x Zone 2  
**\$350**                              (\$710 value)

**26 spots**                      4 x Zone 1 & 22 x Zone 2  
**\$700**                              (\$1,130 value)

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



# DIGITAL ADVERTISING

## WEBSITE

All web banners 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.

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

## ENEWS

Triple R's weekly newsletter is delivered to the inboxes of over 32,000 Triple R listeners and contains everything that's happening around the station and our wonderful city. There are maximum three banner ads each week, making it highly valuable property. Sign up at [rrr.org.au](http://rrr.org.au).

- Weekly circulation: 32,000
- Average open rate: 36%
- Clicks per unique opens: 7.8%

## SPECIFICATIONS

WEBSITE	SIZE (W x H px)	
	DESKTOP	MOBILE
Web square	387 x 387	300 x 250
Top banner	970 x 90	320 x 50
Bottom banner	1070 x 180	320 x 100
ENEWS		
Banner	SIZE (W x H px) 600 x 150	

Web square home page	\$750 per week
Web square Album of the Week page	\$350 per week
Top banner	\$750 per week
Bottom banner	\$500 per week
– All prices are ex-GST	

Top placement banner	\$500
Middle placement banner	\$400
Bottom placement banner	\$300
eNews sponsor (all three banners)	\$1,000 (\$1,200 value)
– All prices are ex-GST	

- Resolution: 72dpi
- JPEG or GIF only
- Animated GIF works 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
- Supply relevant link with artwork

# TRIP MAGAZINE ADVERTISING

*The Trip* is Triple R's subscriber magazine, featuring intimate reads from Triple R broadcasters and beyond on anything and everything, as well as a behind the scenes look at the station. Advertising in *The Trip* can complement on-air sponsorship and add another dimension to your 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* hits letterboxes in April, August and December each year, with a circulation of approx 12,000.

## FULL PAGE + ENEWS/WEB AD

Trim (WxH) 220 x 210mm  3mm bleed (WxH) 226 x 216mm  Live type area (WxH) 204 x 194mm 8mm from trim	+	eNews/web banner	=	4 colour <b>FULL PAGE \$1,450 (plus GST)</b> <b>OBC / IFC SPOA</b>  Includes one week of banner advertising in eNews (600px x 150px) OR on website (1070px x 180px)
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## HALF PAGE + WEB AD

100 x 194mm No bleed (WxH)	+	square web ad	=	4 colour <b>\$860 (plus GST)</b>  Includes one week of square advertising on website (387px x 387px)
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## QUARTER PAGE + WEB AD

100 x 95mm No bleed (WxH)	+	square web ad	=	4 colour <b>\$400 (plus GST)</b>  Includes one week of square advertising on website (387px x 387px)
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**FOR MORE INFORMATION OR TO ADVERTISE CONTACT**  
 Catherine Huang  
 Tel 03 9388 1027  
 catherineh@rrr.org.au





## GET IN TOUCH

For more information contact Triple R's Sponsorship staff on (03) 9388 1027, or

**Nik Tripp**

[nikt@rrr.org.au](mailto:nikt@rrr.org.au)

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

**Ashlee Kehoe**

[ashleek@rrr.org.au](mailto: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](mailto:levih@rrr.org.au)

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

**Ivka Taylor-Moss**

[ivkatm@rrr.org.au](mailto:ivkatm@rrr.org.au)

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

All community service announcement enquiries are to be sent to [csa@rrr.org.au](mailto:csa@rrr.org.au).

