



RTRFM

MEDIA KIT

RTRFM IS THE SOUND ALTERNATIVE

AN INDEPENDENT, NOT-FOR-PROFIT COMMUNITY
RADIO STATION WITH CHARITABLE STATUS.

We are a unique voice for the people of Perth and beyond, reaching out to 105,000 highly-engaged, loyal and community minded listeners per week (McNair Survey 2023). We champion local music, arts and stories while supporting musical diversity through our 50+ programs.

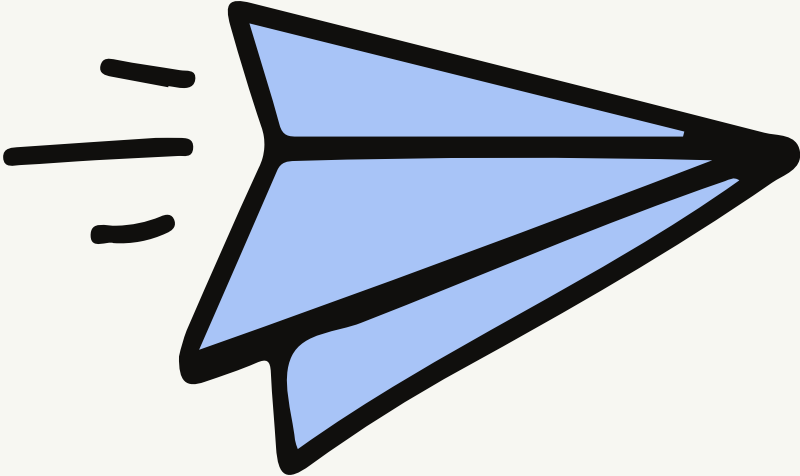
We broadcast 24 hours a day, 7 days a week and run more than 20 events annually. All of this is made possible by the immense work and dedication of 400+ volunteers & presenters. We are proud to be **funded by the community** through more than 3,500 annual individual and business subscribers and supporters.



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AUDIENCE REACH



105,000+ weekly listeners

245,000+ listen via streaming per year

60,000+ page views per month

7,500+ email subscribers

50+ programs on air

More than 20 live events per year

45,000+ social media followers

*Sources: RTRFM 2024, McNair 2023

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SPONSORING RTRFM KEEPS THE COMMUNITY CONNECTED

“When people are facing a few troubles they do turn to things like community radio because it makes everyone feel included.”

“We believe, in my government, that RTRFM plays such an important role in our community and we’re so proud of its legacy, and what it does to support homegrown talent in our music industry.”

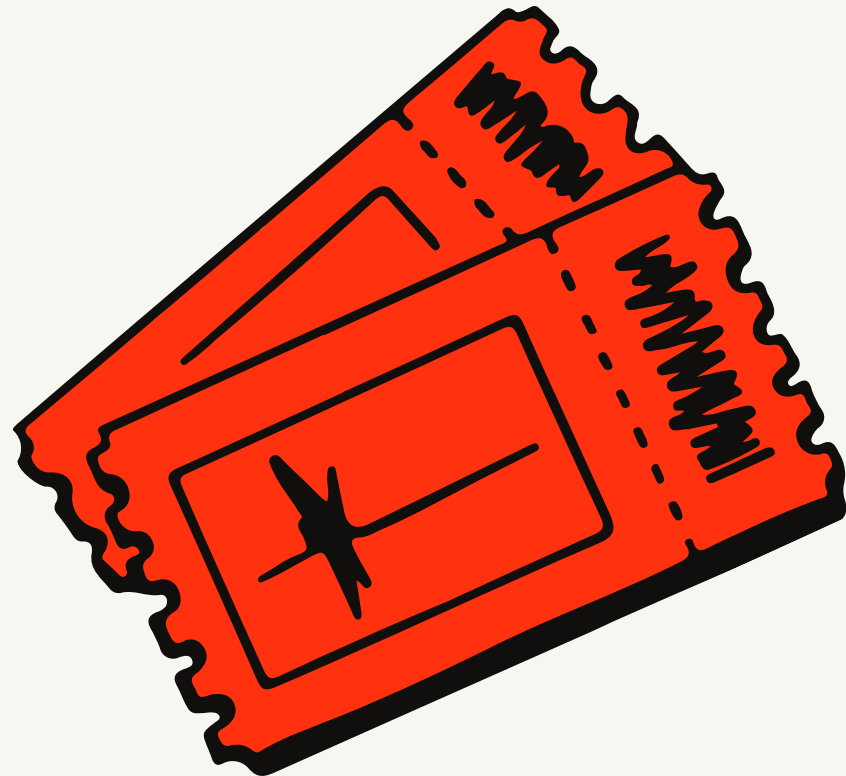
– Roger Cook, 22 August 2024



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WHY WORK WITH US?

As a community station, we run and sound different to a standard commercial station. Our audience are listeners for life, creating a level of engagement and trust that is truly organic and unique. Aligning with RTRFM means aligning with a trusted community brand, and helps you get your message across to more than 105,000 weekly listeners.



It is important that RTRFM continues to provide a platform for local news and issues – focusing on the arts, culture, social justice, politics and the environment.

By becoming an RTRFM sponsor, you are not just supporting your local, independent community radio station. You're also helping local musicians, artists, journalists, storytellers and others in the community continue to have an independent media platform.

By sponsoring RTRFM, you will be engaging with a diverse and loyal community who work on word of mouth and repeated use of their trusted brands.



HOW DOES SPONSORSHIP WORK?

ON-AIR CAMPAIGNS

Through our on-air messaging, we are able to align your key messages to target audiences. Unlike Commercial Radio Stations, RTRFM strategically places your announcements to ensure your messages are most effective. This begins with choosing the most appropriate shows from our 50+ programs. We do not place similar announcements in the same brackets, and our announcement brackets are generally under 2 minutes, ensuring the listener stays engaged. We produce all announcements in-house, using known and trusted RTRFM voices and relevant backing music. We know that one size doesn't fit all, so we work with you to create the best campaign for consistent messaging and strong brand awareness, from one-off campaigns to longer-term branding across the station.

ONLINE BRANDING + EDMs

In an average year, 175,000+ users visit rtrfm.com.au. Include web banners on the RTRFM website as part of any sponsorship package, and of course link to your desired landing page. Our weekly e-newsletter Off Your Dial showcases the best of what's on RTRFM and around Perth. It goes out to more than 7,500 email subscribers.

EVENT AND CONTENT SPONSORSHIP

We understand that reminding people of your WA roots is at the forefront of your marketing strategies, and we believe we are the best platform to help you achieve this goal. Ask us about specific opportunities, including our flagship events (In the Pines, Neon Picnic) and podcast sponsorship.



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PROGRAMS

OUR PROGRAM SCHEDULE IS ECLECTIC AND EXTENSIVE, INCLUDING MORE THAN 50 DIFFERENT SHOWS. YOU CAN FIND OUR SCHEDULE AND 'DISCOVER YOUR SOUND' TO PINPOINT THE SHOWS THAT BEST MATCH YOUR TASTES AT RTRFM.COM.AU/SHOWS



BREAKFAST WITH PAM

The best of what's happening in music, comedy, theatre, film and life in Perth. Pam Boland hosts guests from here and abroad while playing a variety of tunes from across the station.



ON THE RECORD

Tackling news and current affairs in an informative and informed manner. On The Record takes a look at recent events and pressing issues - locally, nationally and internationally - from a Perth perspective.



OUT TO LUNCH

Your new release feast, showcasing all the latest sounds across a range of genres, from indie pop to out-there experimentalism.

WEEKDAY PROGRAMS:

Weekday programming runs from 6am until 7pm Monday to Friday and consists of five professionally produced and presented programs, as well as local news produced by RTRFM volunteers.

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PROGRAMS



DRIVETIME

A diverse mix of new tunes and classics. Experience a different drive home with a fine selection of tunes to bring your working day to a close.



FULL FREQUENCY

The latest in all styles of electronic music from across the spectrum, mixing it up with local and international guests.

SPECIALIST PROGRAMS

Hosted by highly knowledgeable, passionate music experts – many of whom are active in the local scene as musicians, DJs and artists. These programs run overnight and all weekend, targeting niche audiences from all walks of life. They cover every genre imaginable, including jazz, hip-hop, hard rock, retro, roots, psychedelia and more. Long-running faves Drastic on Plastic (highlighting women in music), Jamdown Vershun (featuring reggae, dub and dancehall) and Sunday Morning Coming Down (to ease your ears after a big Saturday night) are among the most beloved specialist programs on the grid. Specialist talks programming include Indigenous affairs show Moorditj Mag, LGBTQIA+ conversations on All Things Queer and progressive grassroots journalism on Indymedia.

RATE CARD

Got a message for our 105,000+ weekly listeners? We will work with you on a 30-second script for your sponsorship announcement, and produce the audio in-house for our Peak (Mon - Fri, 6am - 7pm), Targeted and Late Night Shows (1am - 6am).

Our linked web banners (for 175,000+ annual visitors) and e-newsletter (with more than 7,500 readers) can represent your brand or product with visual impact on multiple platforms.

Connect with us to see how you can get discounts for 3, 6 and 12-month campaigns! We also offer discounted prices for NFPs and artists.

THE FINE PRINT:

Minimum 4 working days' production time required before campaign commencement. RTRFM reserves the right to choose only sponsors and materials that align with our values and sound. RTRFM policy is to produce all on-air announcements in-house and approval is required for any external production. Payment is 31 days from date of invoice. RTRFM may ask for prepayment in some circumstances. For cancellation provisions see our Sponsorship Agreement. Agencies must add 10% to the total. Agency fees not included in final amount. Ask us about Community Service Announcements. NB: Contra expires after 12 months

PRICING

GENERAL	PER ITEM
Scripting/Editing	\$50.00
Production	\$200.00
Airplay – Peak Shows	\$50.00
Airplay – Targeted Show	\$30.00
Airplay – Late Night Shows	\$10.00
e-News Feature	\$100.00
Web banner (per week)	\$50.00

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EVENT SPONSORSHIP

IN THE PINES

In the Pines is RTRFM's flagship event, running on a Sunday in April since 1991. Held in the stunning outdoor setting of Somerville Auditorium at UWA, the event is known for its diverse, high quality line-ups. It is highly-anticipated each year by RTRFM's loyal and engaged audience and lovers of live local music. In The Pines features over 20 local artists, bands and DJs, and functions to champion the incredible talent of Perth's local music scene, including then-up-and-comers Tame Impala, Eskimo Joe, Abbe May and Methyl Ethel. The entire program is broadcast live on-air, making it accessible for all. This is a licensed but extremely family friendly event with food and coffee trucks – making it a complete experience where people bring picnic blankets and hunker down for an incredible day and evening of tunes.



FREMANTLE WINTER MUSIC FESTIVAL

For nearly two decades, RTRFM has celebrated Fremantle's rich musical history with a multi-venue, multi-genre extravaganza bringing together artists and DJs from the worlds of electronica, country music, funk, soul, folk, reggae, rock and beyond. With such a diverse array of talent, FWMF taps into the spirit of Fremantle and the variety of cultural scenes that call it home, attracting a large roving audience of local music lovers.

NEON PICNIC

Neon Picnic is a free, family friendly event held in Hyde Park annually with around 2,000 attendees. It features the best in local music, from bands on the radio now to long-time faves, having wide appeal for all ages. The sounds are broadcast live on air, and the day is rounded out with food trucks, a licensed bar and activities for kids. It's a beautiful day out and an important feature on our neighbourhood event calendar.

PODCAST SPONSORSHIP



SOVEREIGN

Besties Sharlene Baloch and IJ McKenna are just navigating life in their 20s and all the craziness and uni deadlines that come with it. Each fortnight, these Sistagirls bring love and comfort to the ears of mob and other beautiful people with yarns about First Nations affairs, fashion, culture and relationships, all while championing the sovereignty of sisterhood.



FIRST PRESSING

Unique and valuable, first pressings are vinyl records highly sought amongst music buffs for their distinctive sound. Perth's local music scene is similarly unique, with grass-roots record labels making their mark on our State's sonic landscape. Join local musician and label head Mark Neal as he sits down with WA record labels championing their own unique sound on RTRFM's new podcast series First Pressing. From punk, indie-rock and experimental, hear stories from the unheard visionaries shaping the local music scene and the wonderful communities they nurture.



PLANET PERTH

Perth is one of the most isolated cities in the world, so far removed from the rest of the globe, it might as well be its own planet. Join Jeff Bullen for a deep dive into the weird, wacky and unexplained history of our eccentric city on Planet Perth. From cults to abandoned theme parks and tank rampages across the CBD, Planet Perth is your guide to the events, personalities and bygone icons that have shaped one of the most isolated cities in the world.

AND MORE...

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PODCASTS: TELL YOUR STORY

RTRFM is home to talented journalists, audio engineers and content producers who can help you tell the story of your organisation and community. Otherwise, sponsor a new or existing podcast to expand the reach of your message beyond our 24/7 radio grid!

OPTIONS INCLUDE:

Fee for service podcast

RTRFM can produce a podcast series on your behalf, for distribution through your channels. Includes music/theme production, logo and artwork design, studio rental, panel operation, a content producer (for final editing and to help upload the podcast) and administrative staff.

RTRFM podcast sponsorship

Our podcasts cover everything from the best of talks programming to the weird and wonderful within Perth. Sponsor a podcast series or season to get opening and closing sponsorship tags, or book mid-roll placements on specific episodes. Your sponsorship will help fund research assistants and production costs, and you'll also capture a highly targeted audience for your business.



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OUTSIDE BROADCASTS: A LIVE RADIO SHOW FROM YOUR PLACE

Bring your party to the airwaves. An Outside Broadcast lets listeners join the celebration and the conversation from home.

Outside Broadcasts:

- Allow as a long form exploration of your place and event
- Encourage real time, in-person participation by inviting listeners to join the event
- Act as a unique branding opportunity, giving you the space to introduce listeners to multiple aspects of your organisation.

An Outside Broadcast at your place will happen during an aligned and appropriately timed RTRFM show, presented by a professional broadcaster. We work with you to create a broadcast that represents your organisation and event, with the option of including interviews, sets from RTRFM DJs and the broadcast of live bands.

Each Outside Broadcast includes on-air and online promotion on RTRFM. Outside Broadcasts are valued at \$3,000 (+GST). Please note this does not include the cost of additional DJ fees, musician fees or external contractors.



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We look forward to working with you soon!

For more information, please contact:

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RTRFM