

2 DISCS



# THE BEST OF

VENUE ON-AIR

At Eastside Radio, we know our listeners rely on us for the up-to-date guide to their favourite venues. Venue On-Air promotes upcoming live gigs every weekday at prime times.

**Now you can promote your venue's current week of live gigs and get bums on seats.**

This 5 minute segment will air during Drive (weekdays 4-6pm) and includes a 90 second live read listing the upcoming gigs for the week and either a 3 minute prerecorded track, an in-studio live performance by your featured artist or an interview. The segment will be on rotation so that each week your venue is promoted on a different day of the week and exposed to a new audience.

Available to only five venues at any one time, you're guaranteed listeners' attention.

**\$250/week plus GST + production**  
**(minimum 6 weeks)**

**12 weeks: \$180/wk plus GST**

**24 weeks: \$165/wk plus GST**

Each week is valued over **\$500** and would include:

- 10 x 30 sec announcements (valued at \$300)
- 1 x 5 min segment with a 90 sec live read and a 3 min track, in-studio performance or interview
- All gigs listed on Eastside Radio's gig guide

Every month you will also get one week's run-of-site placement of your online banner ad (valued at \$240).

We can happily tailor the campaign to further suit your needs.

**Outcomes for you,  
our venue sponsor**

- Drive increased awareness and ticket sales among a community of proactive music lovers
- Increased social media activity through station's vast communicative resources
- Align your venue with support of a highly relevant music lovers' station
- Branding and exposure to local music community
- Increased venue profile through cross-promotion via Twitter/Facebook/website/eNews

NEXT STEP...

Contact Eastside Radio to get the ball rolling!

Eastside Radio 89.7FM

T: 02 9331 3000

E: [sponsorship@eastsidefm.org](mailto:sponsorship@eastsidefm.org)

Facebook: [eastsidefm](https://www.facebook.com/eastsidefm)

Twitter: [@eastside897fm](https://twitter.com/eastside897fm)

Streaming live around the globe from  
[eastsidefm.org](http://eastsidefm.org)

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