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## 2BRW Braidwood FM 94.5FM

Long-term Sponsorship Advertising Rates: effective 1<sup>st</sup> June 2016

### 28 Announcements per week and Sponsor of a weekly program:

	Total Announcements	Total Cost	Cost per Announcement	Cost per Day
<b>PLATINUM Sponsor</b> 12 months	1,612 + 208 on the sponsored program = 1,664	\$1,500	\$0.90	\$4.12

PLATINUM Sponsorship has 28 announcements per week and the Sponsorship of a weekly program, with your announcement at the beginning of the program, twice during the program, and at the end of the program. The presenter will announce at the beginning and end of the program that the program is/was brought to you by .....

Also, promos for the program played during the week will also mention the program is sponsored by .....

### 21 Announcements per week:

	Total Announcements	Total Cost	Cost per Announcement	Cost per Day
3 Months	273	\$395	\$1.45	\$4.35
6 Months	546	\$695	\$1.28	\$3.83
<b>MAJOR Sponsor</b> 12 months	1,092	\$1,000	\$0.92	\$2.76

By becoming a **MAJOR Sponsor** and paying yearly you enjoy a **saving of \$600 (37.5%)** a year over the quarterly rate for 21 announcements a week, and pay just **\$0.92 cents per announcement**.

### 14 Announcements per week:

	Total Announcements	Total Cost	Cost per Announcement	Cost Per Day
3 Months	182	\$295	\$1.62	\$3.24
6 Months	364	\$495	\$1.36	\$2.72
12 months	728	\$850	\$1.17	\$2.34

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7 Announcements per week: (Annual Payment Only)

	<b>Total Announcements</b>	<b>Total Cost</b>	<b>Cost per Announcement</b>	<b>Cost Per Day</b>
<b>BUDGET Sponsor</b> 12 months	364	\$595	\$1.64	\$1.64