



Radio Five-0-Plus  
Media Pack  
2019



# About Us

The station was established in 1993 to deliver music of yesterday – today.

From its humble beginnings in broadcasting to a few streets in Umina, the station has grown and now broadcasts across the Central Coast throughout the Hunter, Northern Suburbs of Sydney and streams into the Blue Mountains. The station is now located in its modern studios in North Gosford.

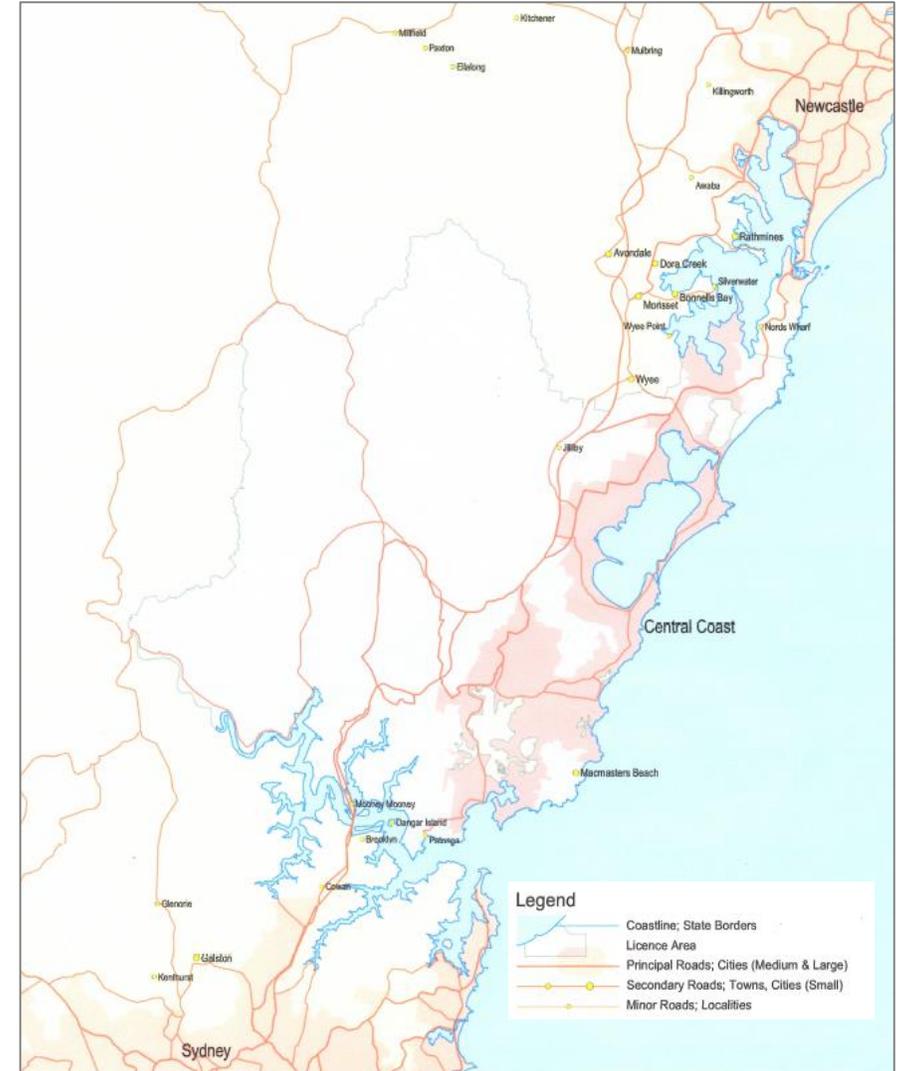
Radio Five-0-Plus is a fully independent non-profit community radio station which relies on sponsorship and listener subscription to keep us on air.

Manned solely by volunteers, our community station broadcasts 24 hours a day, 7 days a week, 365 days a year. The volunteers are drawn to the station because of its unique, independent ethos and its commitment to quality public radio. All have a passion for what is presented and are genuine music fans.

The station is one of the few community radio stations that has an outside broadcast van from which our programs are broadcasted outside supporting local events.

Radio Five-0-Plus is not just for the over 50's, but for everyone that appreciates music from the 40's through to the 90's, specialising in easy listening and music that brings back memories.

- 1993**  
Seniors week launched our first broadcast
- 1994**  
Located to Gosford
- 1999**  
Moved to 24/7 broadcasting
- 2002**  
Given the frequency of 93.3FM
- 2009**  
Established the station in North Gosford
- 2012**  
Transmitted our first outside broadcast
- 2014**  
Broadcasted over the internet



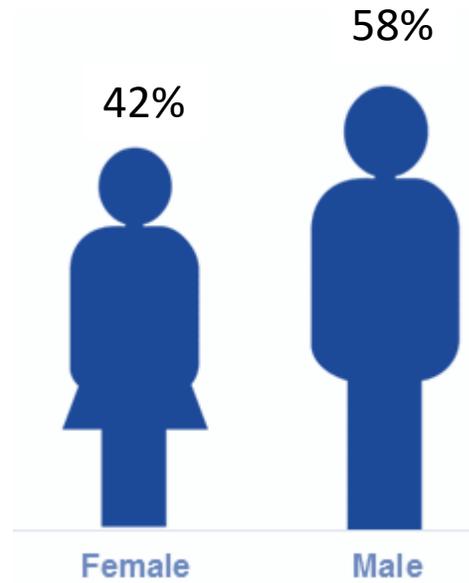
# Our Listeners

150,000  
Community  
Radio Listeners  
(approx.)

Average  
Time Spent Listening



29.6hrs per week

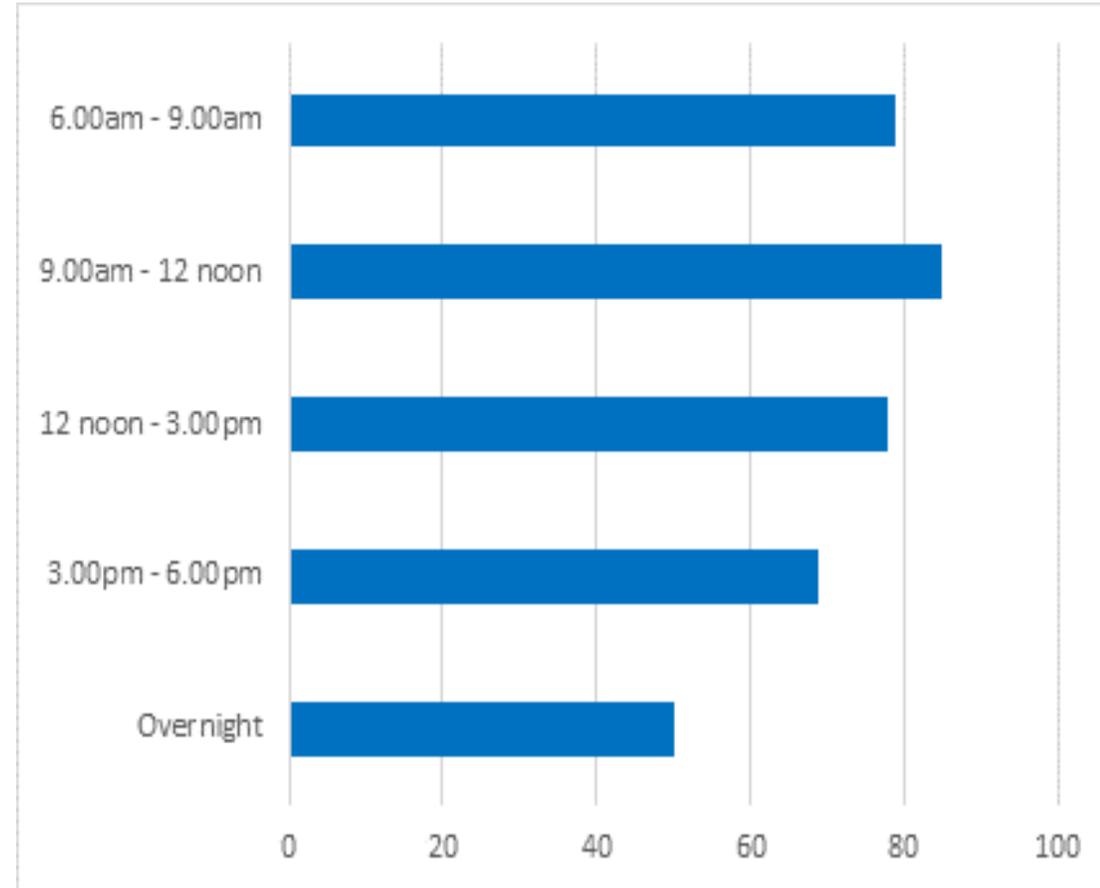


Age Range



50-80 Years Old

When do our Listeners tune in?



# What Makes Radio Five-O-Plus Different.



## Listener Loyalty

With our responsibility and commitment to our listeners to broadcast family friendly, engaging content, the decision to tune in to 93.3FM is “value based”. Our Audience tune into us and stay. This is demonstrated by our high “Time Spent Listening” (TSL) figures. 93.3 FM’s loyal listeners are always keen to support our sponsors and community organisations.



## Greater Coverage

Under our community licence, our sponsorship time is limited to just five minutes (that’s just 10 x 30 second spots per hour). Your message on 93.3FM Radio Five-O-Plus stands out!



## Value for money

As 93.3FM is a not-for-profit station, using us as part of your marketing strategy represents great value for money. 93.3FM Radio Five-O-Plus is a very cost efficient option.

# Sponsorship on Radio Five-O-Plus



**Approximately 150,000 people in our FM area tune in to Community Radio, it's no wonder that we are the clear choice to promote your business.**

We don't just reach more people, we reach more places too! How else can you communicate to people in the car, kitchen, bathroom, bedroom, gym, workplace or shops with just one medium.

Radio Five-O-Plus is at the Centre of the Community.

As a sponsor you will benefit from this too!

Radio reaches a broad spectrum of people that you would not normally reach through traditional advertising methods.

Our in-house writers and production team can assist in creating the ideal message to promote your business to our many loyal listeners. We will help you create your business message so that it compliments and supports your business, getting everyone saying your company's name.

## **Create new business!**

Radio is extremely strong as a 'call to action' medium and results have shown that radio promotions can deliver a great response from our clients, make sure you use the biggest media platform to shout about your business and special events or offers.

Radio is perfect for targeting the exact people you need to. We can get your message to our listeners, making a significant impact for your business.

## **It costs less than you think!**

Our dedicated and experienced team work with all types of businesses from different sectors. We provide packages for your needs and budget. In fact, the one thing people usually tell us is that it costs less than they first thought.

# Sponsorship and Promotions



**Sponsoring the Station can significantly raise awareness of your company across the Central Coast of NSW. Repetition really does build reputation!**

Sponsorship in a nutshell is where you attach your company's brand and message repeated daily.

Sponsorship is a great way to create awareness in the local area, by repeatedly mentioning your company's name so that people will subliminally know who you are and what you do.

The 93.3FM listeners are increasingly listening to us via digital channels eg: from our website ([www.fiveoplus.com.au](http://www.fiveoplus.com.au)). To further promote our sponsors, we list your business on our web page with links to sponsors own websites.

Promotions on Radio Five-O-Plus allows you to become part of the output and interact with the listeners on a different level. Giving away a prize or associating your company with a giveaway can raise your profile significantly. Promotions are always exciting, interesting and fun and are a fantastic way to engage listeners with your business. A promotion can be a great way to launch a product or service or highlight your company around a special event or time of year.

Website coverage is included within our sponsorship packages, allowing further coverage and opportunities to include pictures, information and more.

Sponsorship packages are competitively priced and a variety of packages are available. We can tailor sponsorship packages to suit individual requirements.

# Log onto [www.fiveoplus.com.au](http://www.fiveoplus.com.au)

**Today, there's so much more to Radio Five-O-Plus than just...the radio! Almost everything that comes out of the speakers is also featured on [www.fiveoplus.com.au](http://www.fiveoplus.com.au).**

Our website allows us to enhance and support what we do as a radio station both on air and out in the community. It gives listeners a reference point for what we talk about and a place where they can interact with us and with your company.

With a healthy monthly average of visits to the site, each spending an average of 30 minutes on there, you can see how popular it is. Showing the people of the Central Coast real value of what we do online.

We live in a digital world, and our website allows us to go beyond what a radio station would traditionally do. This means our sponsors can target and reach customers in new ways. Most of our online Sponsors details hold an online element where you can benefit from a data capture. If listeners click your company's logo it will take them straight to your website.

Other mobile mediums such as the TuneIn Radio App for listening to Radio on the move or abroad have also proved hugely popular, with online listeners and app. It allows our loyal audience and new listeners alike to interact with us wherever they go.

We are available to listeners on Line and via the TuneIn Radio App and is available for free on all android devices as well as Kindle Fires, Apple iPhones and iPads.



# Outside Broadcast

Radio Five-O-Plus is one of the few community radio stations that has an outside broadcast van from which we broadcast our programs from and support local businesses and events within the community.



Depending on bookings and availability of our Outside Broadcast Van, sponsors may take advantage of an outside broadcast from their premises for \$500 cost. This broadcast will highlight the sponsors business.

The Outside Broadcast will be announced on air 14 times and will be featured on our website, the week leading up to the use of the van at the sponsors premises.

# Contact Us



Call us on **(02) 4325 1950**



Drop in to the Station or write to us at **Unit 13 / 31 Dwyer Street, NORTH GOSFORD NSW 2250**



Email us [sponsorship@fiveoplus.com.au](mailto:sponsorship@fiveoplus.com.au)



Contact us via our website [www.fiveoplus.com.au/contact](http://www.fiveoplus.com.au/contact)