



NECA Members Introductory Radio Campaign

Presented by Andrew Callahan | December 2020



The NOVA 919 Tradie Package

Why NOVA 919 Tradie Package?

At NOVA Entertainment, we know a thing or two about building brands. We've built thousands over the years, businesses like yours, all with stories to tell.

This Tradie Package has been specifically designed as an introductory package to advertising. It's purpose is to build brand awareness and putting your brand at the forefront of FIVEaa listener's minds.

On Air & Production Inclusions

- 26 x 30 second recorded commercials per month
- Commercial placed Saturday to Tuesday, 1 week per month, 12 x placed 5.30am-7.00pm Saturday and Sunday, 8 x placed 5:30am to 3pm Monday – Tuesday, 6 x placed any time Saturday – Tuesday (BONUS)
- Production for 1 script included (Creative written scripts, voiced by trained actors and produced)

\$4,630+ GST over a 3 month commitment

(Jan - \$1,550+ GST / Feb - \$1,400+ GST / Mar - \$1,680+ GST)

The FIVEaa Tradie Package

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\$4,370+ GST over a 3 month commitment

(Jan - \$1,470+ GST / Feb - \$1,320+ GST / Mar - \$1,580+ GST)

NECA MEMBERS INTRODUCTORY TRADIE PACKAGES



These packages are only available to NECA Members and have been specifically designed to introduce you as a member of NECA to radio with NOVA Entertainment.
Check out the value you as a NECA member will receive by grabbing one of these limited packages!

NECA Members NOVA 919 Tradie Package

Non NECA Member 3 Month Campaign Total Cost
\$6,647 ex GST

NECA Member 3 Month Campaign Total Cost
\$4,630 ex GST

**That's a saving
of \$2,017 ex GST
For NECA
Members!**

nova 919

NECA Members FIVEaa Tradie Package

Non NECA Member 3 Month Campaign Total Cost
\$6,035 ex GST

NECA Member 3 Month Campaign Total Cost
\$4,370 ex GST

**That's a saving
of \$1,665 ex GST
For NECA
Members!**

— 1 3 9 5 —
FIVEaa
TALKING ADELAIDE

EXAMPLE SCHEDULE NOVA 919 + FIVEaa TRADIE PACKAGE

EXAMPLE #1

TIME	DAY	Example Month																														
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
COMMERCIAL ACTIVITY		M	T	W	TH	F	S	S	M	T	W	TH	F	S	S	M	T	W	TH	F	S	S	M	T	W	TH	F	S	S	M	T	W
BMAD 5.30am-7pm	Sat - Sun						6	6													6	6										
BMA 5.30am-3pm	Mon - Tue								4	4													4	4								
Bonus Anytime	Sat - Tues						1	1	2	2											1	1	2	2								
							CLIENT #1														CLIENT #2											

EXAMPLE #2

TIME	DAY	Example Month																														
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
COMMERCIAL ACTIVITY		M	T	W	TH	F	S	S	M	T	W	TH	F	S	S	M	T	W	TH	F	S	S	M	T	W	TH	F	S	S	M	T	W
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														CLIENT #1														CLIENT #2				

There are only 4 of these packages available across FIVEaa (2) and
NOVA 919 (2) to NECA Members

Option 1: Reach & Frequency

3 Month Introductory Tradie Campaign

288K

288,000 people are likely to hear the campaign at least once

140K

140,000 people are likely to hear the campaign 3+ times

86K

86,000 people are likely to hear the campaign more than 5 times

4.39

On average, people are likely to hear your message 4.39 times!

Option 1: Reach & Frequency

3 Month Introductory Tradie Campaign

161K

161,000 people are likely to hear the campaign at least once

96K

96,000 people are likely to hear the campaign 3+ times

72K

72,000 people are likely to hear the campaign more than 5 times

8.83

On average, people are likely to hear your message 8.83 times!

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THANK YOU

WE LOOK FORWARD TO WORKING WITH YOU ON A SUCCESSFUL CAMPAIGN!

Please email NECA SA/NT Business Relationship Manager, Leah Boyce, if you are interested in this limited time offer: leah.boyce@necasa.asn.au