

Radio Partnership:

**AUSTEREO NETWORK -
Melbourne
3MMM
FOX FM**

Austereo Network is excited to be a partner of The Australian Invitational. In order to help achieve our objectives we are utilizing the Austereo Network's Fox FM and 3MMM, forming a strong awareness campaign through:

Creative and informative 30 second radio commercials – placed over key listening periods

Online web based advertising – providing information and interaction giving consumers / listeners the chance to win tickets and to be involved in the event

Interviews & editorial segments

Demographic = 18 – 54 (age group)

“Naming Rights” and “Presented by” partners – as well as selected supporting partners of The Australian Invitational will receive exposure through this Fox FM and 3MMM campaign – hi-lighting their involvement.



Radio Commercials:

Media schedule to commence last week of November / First week of December 2009 (2 weeks)

Total number of spots = 108

Media Schedule (Nov/Dec):

COMMERCIALS FOX & MMM	Mon	Tue	Wed	Thur	Fri	Sat
Breakfast (0525 – 0900)						
Morning (0900 – 1200)						
Afternoon (1200 – 1500)	9	9	9	9	9	9
Drive (1500 – 1900)						
Evening (1900 – 2400)						
Total No. Of Spots (over 2 weeks)	18	18	18	18	18	18

The mix of commercials is to be a 60 / 40 spread across MMM and FOX

Reach and Frequency:

After Week 2

Station	Spots	Frequency	+1 Reach
Fox FM	48	4.6	658,000 (30.7%)
MMM	60	5	370,000 (17.3%)
Austereo Combined	108	5.4	915,000 (42.7%)

Online advertising & exposure:

The Australian Invitational and major supporters will receive online exposure on the Triple M (3MMM) website via:
Rectangle Advertisement – for 2 weeks (150,000 impressions)
Microsite – interactive website with data capture capabilities and questions for future marketing
Links to supporting partner websites

Online Statistics – MMM Network

MARCH 2008	Triple M (3MMM)
Page Impressions	292,199
Unique Users	39,026
Visits	71,787
Average Frequency	1.84
Average Session Duration (mm:ss)	2:50
APRIL 2008	Triple M (3MMM)
Page Impressions	464,400
Unique Users	44,170
Visits	86,326
Average Frequency	1.95
Average Session Duration (mm:ss)	4:10

Interviews & editorial segments

Austereo – Triple M (3MMM) & Fox FM will endeavor to ensure that interviews & editorial support is provided to The Australian Invitational, participants and supporting partners in the lead up to the event

