



 REGIONAL
MEDIAWORKS

Local Works

Thirty-one days dedicated to the music, artists and entertainment events that have shaped our lives.

We welcome you to **ROCKTOBER!**

ROCKTOBER features a host of special programs, highlighting the biggest artists from Australia and around the Globe. Broadcast on **30** Regional Mediaworks Local Works Radio Stations (MACSC Network), **ROCKTOBER** transforms the programming of our radio stations with jingles and exclusive entertainment features taking you back to the good old days of rock n roll, in the 70's, 80's and 90's.

Over a one month period in October, specially produced shows and segments, plus exclusive access to one of the largest vaults of archived interviews available in the World, will be integrated into our radio stations.

In addition to the music and exclusive interview pieces, we will also offer our large listening audience the opportunity to take part in a competition element, that will consume the airwaves of our radio stations over the promotional period.

Please find following a breakdown of **ROCKTOBER** it's features and competitions, the markets and stations it will broadcast to and the airtime summary.

Rocktober Timing

Below is the timing of the integration across all participating Local Works Stations

Pre Promotional Period:

- Monday 21 September – Wednesday 30 September 2009

Active Promotional Period:

- Thursday 1 October 2009 – Sunday 1 November 2009



Participating Radio Stations and Markets

Stations & Markets

Queensland

Townsville 4TO-FM
 Sea FM Cairns
 Sea FM Gladstone
 Sea FM Mackay
 Sea FM Rockhampton
 Fraser Coast MIX-FM
 Sunshine Coast MIX-FM
 Darling Downs 4GR-AM
 Gold Coast GOLD-FM

New South Wales

Coffs Harbour 2CS-FM
 Port Macquarie 2MC-FM
 Griffith 2RG-AM
 Orange 2GZ-FM
 Wagga 2WG-AM
 Central Coast 2GO-FM
 Albury THE RIVER-FM

Victoria

Bendigo 3BO-FM
 Mildura 3MA-FM
 Shepparton 3SR-FM

South Australia

Mt Gambier 5SE-AM

Tasmania

Hobart HEART-FM

Western Australia

Albany 6VA-AM
 Bunbury 6TZ-AM
 Esperance 6SE-AM
 Kalgoorlie 6KG-AM
 Merredin 6MD-AM
 Narrogin 6NA-AM
 Northam 6AM-AM
 Bridgetown - 6BY-AM
 Busselton - 6CI-AM



ROCKTOBER Promotional Elements in 2009

Naming Rights Sponsorship and ROCKTOBER AND CLASSIC VINYL Moments – Monday -Friday

Broadcast all Local Works radio stations total of **30**, targeting the 35-54 year old demographic, your brand will receive exclusive naming right sponsorship of the month long integration, including the ROCKTOBER AND CLASSIC VINYL Moments and ROCKTOBER competition element.

As naming right sponsor, your brand will be integrated into the programming of each radio station through live and pre recorded messaging. Logo placement on all radio stations websites and other collateral will also be offered.

In addition you will be integrated into **ROCKTOBER Moments AND Classic Vinyl Moments**, which is a high profile feature running, Monday – Friday across the entire month. Thirty program segments per week each made up of 30-60 second interview segments will feature over the promotional period.

ROCKTOBER WEEKEND MOMENTS are mini documentaries approximately 60 seconds minutes in duration that focus on specific music artist of legendary status. Each Moment segment contains interview material, grabs of songs and narration.

Up to twenty segments go to air each weekend between Saturday 6am-6pm and Sunday 10am-6pm.



ROCKTOBER Classic Vinyl Weekends

ROCKTOBER CLASSIC VINYL is a program that features a music legend talking about their musical influences as they count down ten of their all time favourite tracks.

Each program is one hour in duration and will air at noon on Saturdays and Sundays. That's eight one hour segments over the month long period.

ROCKTOBER Celebrity Riffs

Four times a day, between 8-9am, 12-1pm, 2-3pm and 4-5pm Monday to Friday we'll invite listeners to phone us to identify 4 Guitar Riffs, anything from ACDC to Matchbox 20.

There'll be a quick montage containing the selected Guitar Riffs – with the listener who correctly identifies all 4 'Riffs' winning the jackpot cash amount. Each time the 'Riffs' are not correctly identified the prize increases by a selected cash amount, suggested \$100.

Each time a person guesses they will score the featured album.

The competition is not easy, but it will get everyone talking and trying to have a crack at guessing the Guitar Riffs. If it gets just too hard we'll give clues to help out. The longer each montage of guitar riffs goes unidentified the more interest there will be.



Airtime Summary

Pre Promotional Period: Monday 21 September – Wednesday 30 September 2009

- 30 x 30 second Pre Recorded Promotional Pointers containing client credit
- 20 x Live Announcer Liners containing client credit

Active Promotional Period: Thursday 1 October – Sunday 1 November 2009

Naming Right Sponsorship:

- 80 x 30 second Pre Recorded Promotional Pointers containing client credit over the month
- 80 x Live Announcer Liners containing client credit over the month

Rocktober Moments- Monday-Friday::

- 120 x Segment Intros containing the client credit mention over the month
- 120 x Segment Outros containing the client credit mention over the month

Rocktober Competition Monday - Friday:

- 80 x Competition Solicits containing client credit over the month
- 80 x Competition Spots containing client credit over the month
- 80 x 30 second Pre Recorded Promotional Pointers containing client credit over the month



Airtime Summary

Saturday and Sunday during October:

Rocktober Moments Weekends: Saturday – Sunday

- 80 x Segment Intros containing the client credit mention over the month
- 40 x Live Announcer Liners containing client credit over the month

Rocktober Classic Vinyl: Saturday – Sunday 12noon-1pm

- 8 x Segment Intros containing the client credit mention over the month
- 40 x 30 second Pre Recorded Promotional Pointers containing client credit over the month
- 32 x Live Announcer Liners containing client credit over the month



Your Investment

Total Investment Rocktober Sponsorship

• **\$160,000 + GST**
Including Prizing Element

NOTE: Up to \$30,000 will be given away in prize money

Media Airtime Value

Total Media Airtime Value Rocktober Sponsorship

\$784,400 + GST
Added Value of 390.25%

