

Our coverage has been extended, our transmitter upgraded

In 2005 our license area was extended by the A.C.M.A. (Australian Communications and Media Authority). It now covers from Tura Beach in the south to Beauty Point in the north. This covers the towns of Bega, Tura Beach, Candelo, Wolumla, Kalaru, Tathra, Bermagui and Cobargo.

To give a strong signal in these areas, our transmitter was replaced with a newer, more powerful installation. This means that most times we can be heard as far as Wyndham in the South and Tilba in the North.

This means that your message can reach all the major centres from Cobargo to Merimbula!



bega community radio

93.7 Edge FM is located in The Old Bega Hospital, on the south side of Bega. Just off the Princes Hwy on the road to Merimbula, it's approximately 3kms from Bega's town centre.

The Old Bega Hospital is a National Trust Building and a great local tourist attraction.

Edge-FM is a Trading name of Bega Access Radio Inc.
PO Box 771, Bega NSW, 2550
Phone: 02 6492 4202
Web: www.edgefm.org.au
E-mail: info@edgefm.org.au



bega community radio

Get an Edge on your competition

- By supporting us, you are supporting the voice of your community, and will be seen to do so
- Radio is one of the most effective promotional means when used correctly
- Radio is portable - people listen to the radio in the kitchen, car and workplace
- Unlike a newspaper, your message is not just seen once and disposed of, it can be repeated, and will not be placed next to your competitors
- Television advertising is very expensive, and with the coming of digital video recorders, ads are skipped with ease.
- Our audience is local, and like our programs, very diverse. You can reach as wide or narrow a group as you wish

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Community Radio Popular

93.7 Edge FM is a non-profit Community Radio Broadcaster, having more than a decade of practical experience in covering broadcasting and offering promotional services, to the general public and business sector of the Bega Valley and surrounds.

A recent survey (McNair Ingenuity Survey, 2006) found that 47 per cent of Australians 15 and over are listening to community radio every month, and over 4 million every week! The most cited reason for listening to community radio was for "local information / local news". Support for local artists and the specialist music or information programs were also high in responses.

This means that when people hear your message, they will be thinking local; about shopping, entertainment and happenings.

Sponsorship Rates

Basic Rate

Minimum 3 x 30 second spots @ \$7 per spot \$21.00

Special Rate

Minimum of 25 x 30 sec spots @ \$4.00 per spot plus 5 FREE SPOTS if paid in advance \$100.00

Sponsorship Packages

40 spots over 8 weeks @ \$3.80
60 spots over 12 weeks @ \$3.60
75 spots over 15 weeks @ \$3.40
90 spots over 18 weeks @ \$3.16

Specific Show Sponsorship

Minimum 10 weeks @ \$20 p.w.
5 x pointers to show each week mentioning sponsors name
3 x recorded announcements in show
2 x verbal announcements at start and end of show \$200

Note: No GST applies to sponsorship rates.

How do we start?

Call the station and ask for the sponsor's agreement. This details the full terms and conditions under which we can accept your campaign. These include giving you the option to listen to your message before broadcast.

If a committee member is not in the building, one will contact you as soon as they can to discuss you needs, what programs you would prefer your spots to be aired in (consider sponsoring a show), and how we track when your messages are aired.

beqa community radio

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