



EAST
SID=89.7
FM

OUR INDEPENDENT ARTIST SIDE

THE FINEST IN RADIO SINCE 1983

2022

FM STEREO



**Are you an independent artist or not
for profit organisation looking to
promote an event?**

Eastside Radio is one of the leading stations for quality jazz music. We pay avid attention to soul, funk, hip hop, blues, roots, electronica, Latin, African, gypsy and other world music, creating the unique Eastside sound.

We believe in standing side by side with our local community of artists. Our listeners tune in to hear high quality local music. They rely on us to recommend music and upcoming events in their neighbourhood and favourite venues.

At Eastside Radio, you can promote your event to a loyal, engaged and active audience and move closer to your tickets being sold out.

**– Our average rate is \$30/announcement,
but we know every budget is different –**



*"It was a pleasure working
with you and you and your people
are very efficient and wonderfully
supportive. Thank you for the
comprehensive post report that
is wonderful to have and APA will
certainly be very pleased. I look
forward to working with you again
soon on another of our music projects."*
– Millmaine Marketing

Our packages below are tailored to promote bands & musicians who are signed to an independent label.

\$330: 10 x 30 sec spots + 5 bonus

\$550: 20 x 30 sec spots + 5 bonus

\$770: 30 x 30 sec spots + 8 bonus

10% GST and production fee is included.
All accounts under \$500 must be paid up front.



Each package is valued at over \$700 and includes:

- 30 sec on-air announcements scheduled in both peak and relevant music programs
- 1 x feature article with link to your website
- 1 x banner on home page with link
- 1 x EDM content tile + link
- 1 x interview + podcast of interview on Music channel
- 3 x Live Reads per double pass giveaway
- Social Media Support through eNews, Facebook and Twitter

Outcomes for you, our independent artist

- Drive increased awareness and ticket sales among a community of music lovers
- Increased profile through cross-promotion via Twitter/ Facebook, Eastside website and eNews
- Align your overall profile and music with support of a highly relevant, music lovers' station

We're also happy to further tailor a campaign to your needs – we know everyone's budgets are different!

NEXT STEP...

**Contact Eastside Radio to confirm your interest
and we can get the ball rolling!**



Eastside Radio 89.7FM

T: +612 9331 3000

E: sponsorship@eastsidefm.org

Facebook: [eastsidefm](https://www.facebook.com/eastsidefm)

Twitter: [@eastside897fm](https://twitter.com/eastside897fm)

Instagram: [eastside89.7fm](https://www.instagram.com/eastside89.7fm)

YouTube: [radio eastside](https://www.youtube.com/radioeastside)

Streaming live around the globe from eastsidefm.org

Artwork by Lyndon Pike