

FIRST LUNAR FREE!*

FREE BILLBOARD SKIN!*

for Tourism Whitsunday Members



Whitsunday Tourism Stats



651,000
total domestic visitors



The average number of nights stayed by domestic visitors is **4.6**



Of these, **287,000** have arrived by car



\$745m provided to the economy by domestic visitors, with internationals providing **\$210m**

*Applies to new POA advertisers only, must mention this offer at time of enquiry to be eligible

*First Lunar Free only applicable to contracts longer than 1 year

*Free Standard Billboard Skin based on a 3 year contract

Business Jingles

All our jingle packages are composed from the ground up based around the target audience your client wants to connect with. We work with composers both here and around the globe who specialise in very specific musical styles from Current Hit, to Jazz, Country, Rock and even Classical. Once the brief is taken we will suggest the most appropriate music style and talk about the composer we feel would be best suited to the project.

Where a client does not have a specific slogan or catch phrase they would like us to use, we then work on lines we feel will deliver the right message, while being able to be sung with a strong catchy melody that is easily recalled. This slogan will also be available to use on all other marketing, from your website, social media, business cards to any visual marketing; thus enabling you to unify all your branding with a common hook.

Once we have had the musical composition composed, we will confirm lyrical content (beyond just your business name and slogan) and suggest an appropriate vocalist. Most of the vocal talent we work with have appeared on various TV shows and we can send you You-Tube links to both hear and see them before a decision is made on the best fit for your brand. We endeavour to never use the same vocalist in a regional/provincial market more than once. The only exception would be with a singer who can deliver very different vocal styles (like Rod Davies – former lead vocalist on Dancing with the Stars).

Once sung and all musicians have laid in their various parts, we have the jingle engineered and provide a full sing and a top and tail version with an example voice over for your approval.

On approved we commission a mastering engineer to further tweak the mix for added clarity and on-air cut through and edit as many versions as are feasible. This is determined to some degree by the lyrical content. As a minimum you could expect around a dozen cuts for Radio (30s & 15s) and a further dozen cuts for TV (29s & 14s). These will include a straight music bed, full sing, top and tail, tail only and top only and any other variations the mastering engineer feels would be of benefit.

The end package should have a shelf life of at least five years with many of our jingles still on air for ten years and beyond.

For more information or a quotation, please contact Sandra King sandra.king@grantbroadcasters.com.au or 0417 767 152

Host a Star "Onsite Broadcast"

- 3 x 60-second Live Reads to pre-promote
- 100 x 30-second Recorded Commercials (including production) to pre-promote
 - Share of any Unsold Airtime (Filler)
 - 6 x Client Location Mentions
- 2 x Product and Price Segments (per hour) – chance for client interview
 - Announcer and Promotional Staff Onsite
 - 1 x Star Car cross from your business in week leading up
 - A Digital pop-up invite on the Star Website from 4 days out

They won't be able to ignore the party - Star flags, signage, and the Star Car. Your business WILL be seen! Our radio invite will bring the crowd and the freebies! For an additional cost we can organise Bounce Now inflatable amusements or food.

Host a 4MK "Onsite Broadcast"

- 3 x 60-second Live Reads
- 100 x 30-second Recorded Commercials (including production)
 - Share of any Unsold Airtime (Filler)
 - Live Announcer Ad-Libs (from 4 days prior)
 - Event Listing on the 4MK website (from 4 days prior)
 - 4 x Tourism Whitsundays mentions (per hour)
- 4 x Client Location (Tourism Whitsundays member) Mentions (per hour)
- 2 x Product and Price or Interview Segments (per hour)
 - Announcer and Promotional Staff Onsite

Host a Star "Shout Out" (2hr):

- 60 x 30-second Recorded Commercials (including production) to pre-promote
- Share of any Unsold Airtime (Filler)
 - Promotional Staff Onsite
- 4 x Client Location Mentions Cost - \$2,050+GST 50% OFF!

Host a Star "Blast Out" (3hr):

- 70 x 30-second Recorded Commercials (including production) to pre-promote
 - Share of any Unsold Airtime (Filler)
 - 6 x Client Location Mentions
 - Promotional Staff Onsite
 - 1 x Star Car cross from your business in week leading up
- Cost - \$3,175+GST 50% OFF!

Host a Star "Breaky Roll" (1hr):

- 2 x Client Location Mentions
 - Promotional Staff Onsite
- Cost - \$1,150+GST 50% OFF