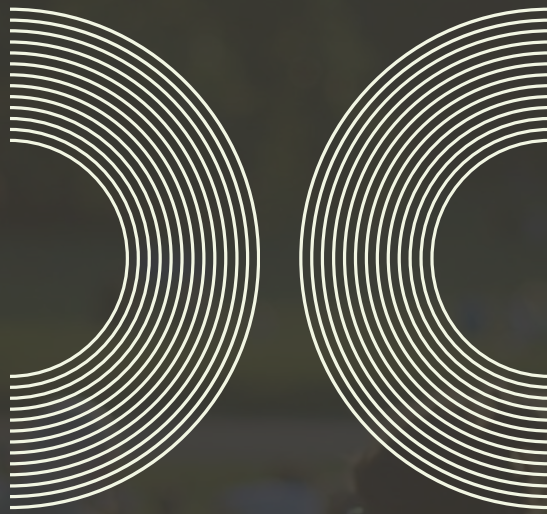




# ADVERTISING

## MEDIA KIT

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# 2024

[stafm.com.au](http://stafm.com.au)

STA FM Advertising Media Kit

# WELCOME TO STA FM 91.9



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**Community is not  
just about being  
together;  
it's about building  
something that  
matters together.**

## Joanne Vine

Station President

Welcome to STA FM 91.9! Our mission is to be the voice of Inverell, bringing the community together through local news, music, and events. By advertising with us, you're supporting both your business and the local area we serve.

We're excited to offer you a platform that connects with a highly engaged audience, both on-air and online. Your partnership helps us continue delivering the content that matters most to our community.

Thank you for choosing STA FM!

[stafm.com.au](http://stafm.com.au)



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# About STA FM 91.9



**The Voice of Our Community**



STA FM 91.9 is the heartbeat of the Inverell community and surrounding towns, providing a voice for local news, events, culture, and entertainment since 2009. We are a dedicated community radio station, broadcasting 24/7 with a vibrant mix of music, live shows, interviews, and community notices. What sets us apart is our commitment to staying local — from playing Australian music to covering regional news that matters most to our listeners.

In addition to our FM broadcast, we offer an expansive online experience. Our website has become a hub of activity, attracting over **2.2K active users per month**. With the addition of a fully operational **news section, radio on-demand services, online streaming**, and an **events calendar**, our digital platform is the go-to destination for our audience. Whether it's listening to your favorite show on-demand, catching up on the latest local news, or exploring upcoming events, STA FM provides it all — both on-air and online.

Powered by a team of passionate volunteers, we strive to keep our community informed and entertained. We invite new members to join us in our mission to serve as the voice of Inverell, making STA FM 91.9 your station, your voice, and your community.

# Key Features

At STA FM 91.9, our goal is to provide diverse, high-quality content and make it easily accessible to our community. Below are some key features that enhance the listener experience and make advertising with us highly effective:



## Fully Operational News Section:

Our website's news section delivers daily updates on local stories, making it a highly trafficked part of the site.



## Radio On-Demand:

All of our programs are available on-demand on our website, allowing listeners to catch up on shows at their convenience.



## Online Streaming:

Listeners can tune into our live broadcast from anywhere in the world through our online stream.



## Daily News Recordings:

Stay informed with daily audio updates on the latest news, available both on-air and online.



## Events Calendar:

Our online events calendar keeps the community informed of upcoming local happenings, further engaging users on our platform.

# Our Audience



## Local Audience

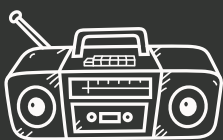
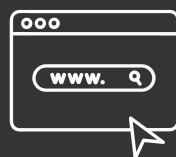
Our primary audience is within the Inverell LGA, consisting of community members who engage with local news, events, and regional content. They are the core of our listenership and website traffic, driving the station's strong local presence.

## Non-Local Listeners

We also attract a secondary audience from across Australia and beyond, engaging through our digital platforms.

## Audience Summary

STA FM's audience is a diverse and growing community of engaged listeners, accessing our content through various platforms — radio, online streaming, and on-demand services. With 2.2K active users on our website each month, the station is expanding its reach beyond traditional broadcasting to connect with listeners locally and globally.

**1200+**EST. DAILY  
LISTENERS**2200+**ACTIVE WEBSITE  
USERS**5800+**SOCIAL MEDIA  
FOLLOWERS

# Advertising With Us

At STA FM 91.9, we offer a range of advertising packages designed to give your business maximum visibility across our growing online platform. Our website features multiple ad units, which are strategically placed on high-traffic pages such as the homepage, news section, radio on-demand, and more. These ad units represent individual spaces on the website where your ad will be displayed.

Each package includes a certain number of ad units across various sections of the site, ensuring that your ad reaches your target audience at key points of engagement. Depending on the package you choose, your ad may appear in prime spots, like the homepage or global header, or in more targeted areas, such as news articles or program pages.

To maintain a fair balance and avoid ad saturation, each ad unit is part of an ad pool, meaning multiple advertisers share the same ad space. The ad pool size refers to the total number of advertisers who rotate through that ad unit. This ensures your ad is shown frequently but shared with only a select number of other businesses.

In the next couple of pages you will find a breakdown of the **Ad Unit Locations** on our website and all of our available **Advertising Packages**, including the monthly cost, ad units featured, and the pool size for each.

## Advertising Packages

### Full Coverage Package

**Cost:** \$500/Month

**Ad Pool Size:** 8 Advertisers

**Included Ad Units:** Global Header, Homepage 1, On-Demand Page, News Page

This package offers a comprehensive mix of high-traffic placements across multiple sections of the website, including the Global Header, Homepage, On-Demand Page, and News Page. It's designed for businesses that want broad exposure across the entire site.

## STA FM Advertising Media Kit

## Premium Global Package

**Cost:** \$500/Month

**Ad Pool Size:** 8 Advertisers

**Included Ad Units:** Global Header, Global Footer

This package offers the highest visibility across the entire website, with your ad featured in the Global Header and Footer — visible on every page, ensuring maximum exposure. It's perfect for businesses wanting a strong presence throughout the site. With a small ad pool, your ad is guaranteed frequent display.

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## Homepage Spotlight Package

**Cost:** \$400/Month

**Ad Pool Size:** 12 Advertisers

**Included Ad Units:** Homepage 1, Homepage 2, Homepage 3

Be front and center where visitors land first. This package places your ad across three prominent spots on the Homepage, ensuring visibility to users as they explore the station's top features and latest updates. Ideal for businesses looking to engage with a broad audience.

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## Community Connection Package

**Cost:** \$400/Month

**Ad Pool Size:** 8 Advertisers

**Included Ad Units:** Homepage 2, Program Page, News Article - Middle

This package gives targeted exposure across specific, highly engaged sections of the site, including Homepage 2, Program Pages, and News Articles. It's ideal for businesses looking to make a focused connection with users who actively engage with local news and programming.

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## Combined News Package

**Cost:** \$400/Month

**Ad Pool Size:** 10 Advertisers

**Included Ad Units:** News Page, News Article - Top, News Article - Middle, News Article - Bottom

Your ad will appear across the News Section, including the News Page and individual News Articles. This package is tailored for businesses seeking to connect with users interested in local news and updates. High traffic in this section guarantees strong visibility.

## STA FM Advertising Media Kit

# On-Demand Listener Package

**Cost:** \$350/Month

**Ad Pool Size:** 10 Advertisers

**Included Ad Units:** On-Demand Page, Program Page, Featured Interview Page

Target users who engage with on-demand content. This package features ad units on the Radio On-Demand Page, individual Program Pages, and Featured Interview Pages — making it perfect for businesses wanting to reach engaged listeners who revisit specific shows and content.

## General Information:

- **Ad Rotation:** Ads rotate with each page load or refresh for equal visibility within the advertiser pool.
- **Ad Creative Updates:** Advertisers can update their creative once per month, ensuring fresh and relevant ads.

# Ad Sizes

To ensure your ads display beautifully across all devices, we require advertisers to provide ad creatives in the following sizes:

- Leaderboard: 728 x 90 (best for desktop and tablet)
- Mobile Leaderboard: 320 x 50 (designed for smartphones)
- Large Leaderboard: 970 x 90 (for maximum impact on larger screens)

## What is an Ad Creative?

An ad creative is the graphic design or image that represents your business in an online ad. It's what your audience will see, so it's important that it's clear, professional, and captures attention.

For best results, we recommend you supply ad creatives in all three sizes listed above. This ensures your ad will appear correctly on a variety of devices — whether someone is browsing on their desktop, tablet, or mobile phone.

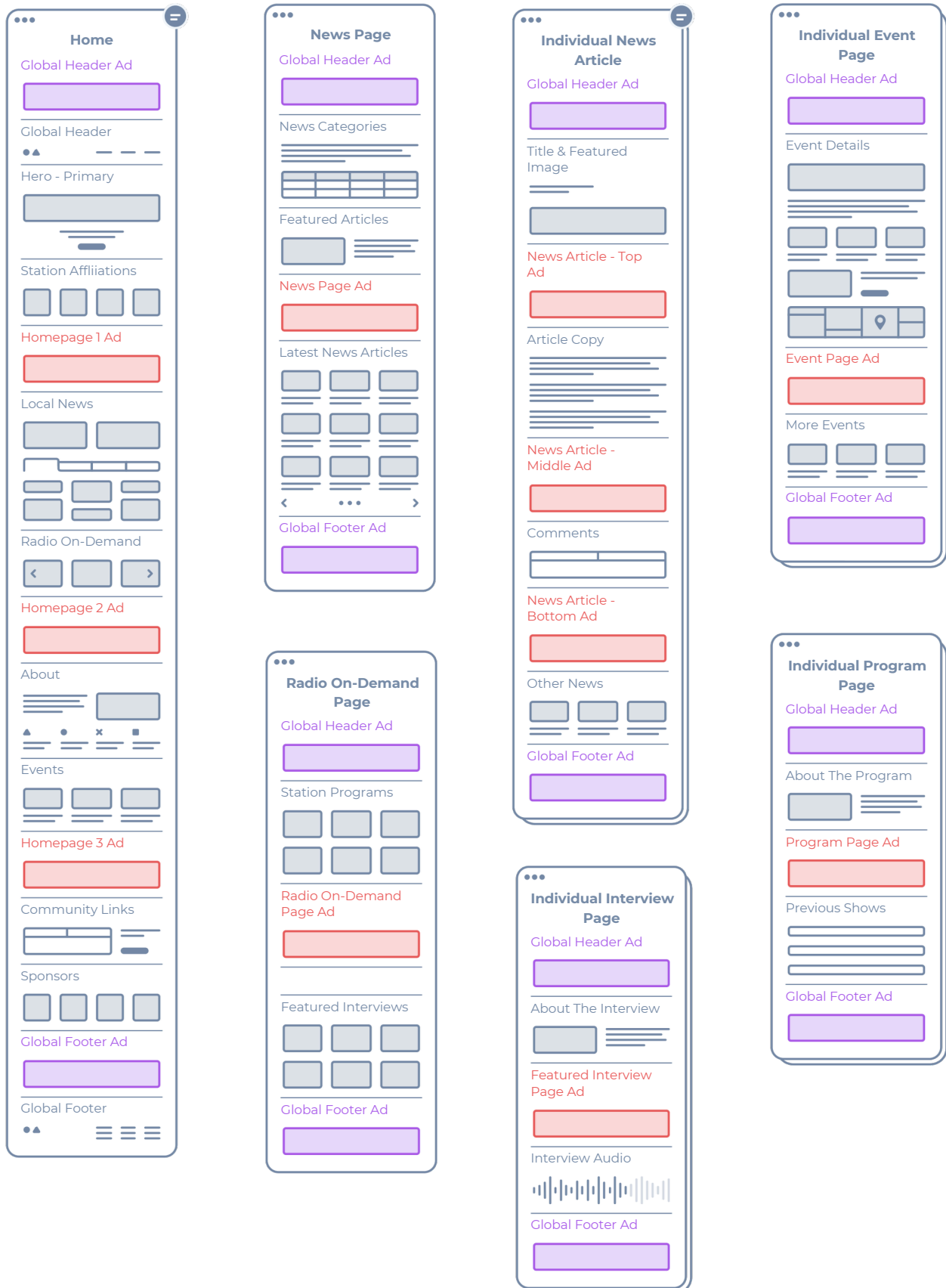
## File Format & Quality

Please provide your ad creatives in JPEG, PNG, or GIF format, with a file size of no more than 150KB. This helps keep load times fast while maintaining high-quality visuals for your ads.

If you need assistance creating these ads, our Advertising Partner Provider can help design your ad creatives to ensure they meet these specifications and make a lasting impression.



# Ad Unit Locations



# How To Get Started

Ready to grow your business with STA FM 91.9's online advertising? Follow these simple steps to get your campaign up and running in no time!

## Step #1

### Fill Out the Form

Head over to [stafm.com.au/advertise/get-started](https://stafm.com.au/advertise/get-started) and fill out the form with your business information, select the advertising package that best suits your needs, and provide your ad creatives.

Don't have ad creatives? — No worries! Just select the 'I Don't Have Any' option, and we will connect you with our Advertising Partner Provider for custom ad design services.

## Step #2

### Complete Payment

Once you've filled out the form, you'll be directed to our secure payment gateway via **Stripe**. Payments are simple and secure, ensuring your campaign is reserved and ready to go.

Please allow up to **7 days** from payment and supply of your ad creative for your ad to go live. (Don't worry, your month of advertising starts from the day your ad goes live).

## Important Notes:

**Ongoing Subscription:** Your advertising subscription will automatically renew on a month-to-month basis until you choose to cancel. You can cancel anytime before the start of the next billing cycle.

**Creative Updates:** Advertisers can update their ad creatives once per month, keeping your campaign fresh and relevant. Simply submit the updated creative, and it will be reflected in the ad rotation.

**Design Assistance:** Need help with creative design? If you don't have an ad ready, our Advertising Partner Provider offers professional ad design services to ensure your ad stands out.

A dark, atmospheric photograph of a crowd at an outdoor event, likely a festival or concert, with trees and foliage in the background. The image is used as a background for the top half of the page.

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# Got More Questions?

We're here to help! If you have any further questions or would like more information about advertising with STA FM 91.9, don't hesitate to reach out. Whether you're looking for the perfect package, need assistance with your ad creative, or want to learn more about how your campaign will work, we're happy to guide you through the process.

## THANK YOU!

We look forward to partnering with you!

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