

Reaching up to 65,000 different people each week across Western New South Wales, 2DU IS THE NUMBER ONE STATION OVERALL in the Dubbo Radio Licence Area. 2DU leads total market share (all people 10+), particularly that of our core audience - all people 40+.

We know that advertising on 2DU will attract the appropriate clientele to your business. Our dedicated presenters and producers understand the importance of advertising, therefore driving your dollar further.

2DU values the needs of advertisers, so each radio marketing campaign is designed to suit individual clients. Please contact our General Manager Ray Core or any of our Sales Representatives, for further information and costing of the packages shown here. All rates on upon application.

Our different available advertising and promotional options allow you to make the perfect choice to achieve the best result for your business, your budget and your type of promotion. Activity can include any or all of the following:

- Live read commercials by on-air presenters;
- Quality recorded commercials;
- Promotions to include prize giveaways;
- Exclusive sponsorship of regular program segments;
- Live broadcasts from your place of business.
- 2DU provides advertisers with an unprecedented radio marketing opportunity through our leading music and up to date news/talk format.

2DU's Outside Broadcast



2DU Outside Broadcast Studio

When you need a promotion that will put you head and shoulders above the rest, you need a 2DU **Outside Broadcast**. This package puts two of 2DU's on-air personalities at your store, either from our portable broadcasting desk, or our mobile outside broadcast van. You also receive a package of commercials, pointers to the promotion and live interviews. This intensive campaign is guaranteed to highlight your business. You can choose either an 8-hour or 4-hour broadcast.

4-Hour Broadcast - 80 x 30-second Daytime commercials, 40 x 30-second run-of-station pointers, 8 x 2-minute interviews, and 2 personalities on site for 4 hours.

8-Hour Broadcast - 100 x 30-second Daytime commercials, 50 x 30-second run-of-station pointers, 16 x 2-minute interviews and 2 personalities on site for 8 hours.

Mobile Numbers

Ray Core

0418 114 970

Barry Newport

0418 486 683

Tim Moses

0418 611 660

Peter Kuhner

0418 114 967

A **2DU Outside Broadcast** gives you the ideal opportunity to boost your profile even higher, by using the day to promote product with giveaways, competitions and displays. Talk to your 2DU Sales Representative about all the possibilities.

2DU's Slam Pack

The **Slam Pack** offers you total flexibility in determining the level of publicity given to your major event during the week leading up to the big day, and the week following.

You can elect to purchase from 40 to 100 30-second Daytime commercials as part of the pack, depending on the importance and duration of the event to which you want to attract public attention.

However many 30-second commercials you select, we will broadcast half that number again as promotional announcements free of charge.

On the day, a 2DU personality will be on-site at your premises over a five-hour period (usually 9am to 12noon and 1pm to 3pm), and will broadcast 15 x 2-minute live crosses, interviewing staff, highlighting specials and encouraging shoppers to visit your location.

The **Slam Pack** is the ideal way to make a big impact on potential customers, by combining saturation advertising with the excitement of your big event being broadcast 'live' as it happens.

*If you prefer, the daytime schedule of commercials can be converted into a larger number of run-of-station commercials of an equivalent dollar-value.

2DU's Business or Product-Of-The-Month

Our **Product or Business Of The Month** is an advertising package of exceptional value. Taken over a calendar month, this promotion provides the benefits of high-frequency exposure, boosted by 2DU's endorsement of your company's product.

As **Product/Business Of The Month** advertiser, you invest in a Daytime package of 120 x 30 second commercials through the month. 2DU will provide a minimum of 140 x 15 second promotional announcements free-of-charge, taken on a run-of-station basis at the rate of 5 per day.

2DU's Month-End

The last week of each month is that important period where we all have to adjust stock, income and expenditure, in order to achieve as much profit as possible by month end.

This competitively priced package is available only over the last week of each month, enabling you to advertise stock you must quit, or special deals, before month's-end.

Why Radio?

Radio is an invited guest in virtually every home, car and workplace every day!

You'll reach your customers on the go!

Radio captures attention and builds market share!

On radio, you'll reach people in more places than any other media!

You'll reach your customers as they plan their purchases!

Radio is the only real "at work" medium!

Because nothing is more persuasive than the sound of the human voice, only radio can create a one-on-one relationship with your customers!

Radio delivers results!

Businesses must promote to get former customers to return, and to seek new ones.

Advertising gives you a long-term advantage over your competitors who may be cutting back on their advertising.

2DU keeps your business top of mind with shoppers

Each package consists of 15 commercials - you buy 10 x 30-second Daytime commercials, and we give you 5 x 30-second run-of-station commercials free of charge.

Breakfast With 2DU

Here is a unique way to get your special day off to a flying start. We will broadcast from your premises from 6am until 8.30am, inviting people to come along and shop, buy, deal or whatever, before they go to work. For added impact, you may even serve breakfast food and offer giveaways appropriate to the early hour.

- Novelty value alone will make this work for you. With 35 commercials during the preceding week, and 12 promotional announcements over the two days prior to the event, the long term effect of the publicity will keep you on the map.
- The package consists of 35 x 30-second Daytime commercials, 5 x 2-minute live crosses on the day, 12 x 30 second promotional pointers (no charge) and 2.5 hours on-site (no charge).

Businesses that succeed are usually strong, steady advertisers. Look around... you will find the most aggressive and consistent advertisers are almost invariably the most successful. Join their ranks by advertising with 2DU and watch your business grow!

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