

Sponsor a program

Naming rights to the show announced at the start and end plus a minimum of each half hour.

Sponsorship of one of our programs gives you:-

- naming rights such as “Breakfast show brought to you by..”
- Sponsor naming in the middle of the show
- Production of 2 x 30 sec announcements per quarter.

Sponsorship options

Package	Duration	Production of Different Announcements	Cost
Basic	1 week	1	\$200
Bronze	2 weeks	1	\$300
Silver	4 weeks	1 or 2	\$500
Gold	8 weeks	1 - 4	\$750

Ad Hoc 30 sec Spots include 1 x 30 sec Production

20 x Spots \$200 40 x Spots \$300
80 x Spots \$500 160 x Spots \$750

Our packages are designed for short targeted campaigns to promote a particular event or service.

Our program sponsorships are designed to really connect with our listeners over a longer period. See page 2 for details.

Our country show has the largest listening audience from both Aboriginal and non-Aboriginal listeners.

Our Region Based in Port Augusta, our transmitter on Mt Arden covers the towns of Port Augusta, Whyalla, Port Pirie, Quorn, Hawker, Melrose, Willmington and surrounding districts

Umeewarra Radio 89.1fm gives you the opportunity to connect with our community.



Umeewarra Radio 89.1 fm Local Community Radio

Umeewarra Media based in Port Augusta is South Australia’s only Aboriginal radio station. It was set up in the 1980s to give Aboriginal people a true voice in radio. We have developed since then into a community radio station second to none.

Aboriginal radio connects with Aboriginal people and the wider community of our region.

Who listens to 89.1 fm?

15000 listeners a week 30000 listeners a month

The Aboriginal and wider community listen to our radio. They tune in to hear local voices and local information.

Why advertise with Umeewarra Radio

A sponsorship deal with Umeewarra Radio can get your message to both the Aboriginal and wider community of this region. We are local people who are a part of your community. Our listeners relate to us, they trust us and we can get them to connect to your business or service.

Sponsor a program

Show	Shows per week	Length in hours	Min Promos	Cost per Qtr	Cost per Year
60s and 70s show	1	2	5	\$600	\$2,000
80s and 90s show	1	2	5	\$600	\$2,000
Classic Music Show	1	2	5	\$600	\$2,000
Easy Listening	3	2	15	\$600	\$2,000
Elders Show	2	2	10	\$600	\$2,000
Hip hop R&B	1	2	5	\$600	\$2,000
Legal Show	1	2	5	\$600	\$2,000
Job watch	14		28	\$1,000	\$3,000
Breakfast show -	7	2	35	\$1,500	\$4,500
Culture show	7	2	35	\$1,500	\$4,500
Drive show	5	2	25	\$1,500	\$4,500
Evening Country	3	3	21	\$1,500	\$4,500
Youth Request	7	2	35	\$1,500	\$4,500
Country Request Show	5	2.5	30	\$2,000	\$6,000
NIRS News	40		80	\$2,000	\$6,000

Breakfast show Mon to Fri - 8:30 to 9:30 am.

Our breakfast show has a mixed age group listening audience

Country Show Mon to Fri -10:00 to 12:30 pm

Our Country show has a huge listening audience both Aboriginal and non-Aboriginal we are the only radio station in the region that plays 2 and a half hours of requested country.

Culture show Mon to Fri -12:30 pm to 1:30 pm

Our culture show highlights the different cultures of the region and has a strong following from the Aboriginal community as well as non-Aboriginal people who enjoy Aboriginal music.

Elders program Mon Wed and Fri from 1:30 pm to 2:30 pm.

Our Elders show is dedicated to the over 50's and is dedicated to issues and information and music especially for our Elders

Youth Request Show Mon to Fri from 4pm to 6pm.

Our youth request show is a program aimed at our younger listeners.

Job watch Twice a day, seven days a week.

Job Watch is an employment show that features local job vacancies.

NIRS News every hour on the hour Mon to Fri.

The National Indigenous Radio Service News is an Aboriginal focused news service that goes to air across the country.

Legal Show

Our Legal Show features local lawyers who come to our studio each week to talk about legal matters of interest to the general public.

Special Interest Shows

These shows appeal to the target audience as apparent from their name. Here we feature music from the 60, 70's, 80's and 90's. Easy Listening, Elders, Hip Hop, and Classical Music.

Outside Broadcast Van

Is available to attend your event, providing local sound for your music and announcements and/or broadcast your event to air.

Umeewarra Media offers an outside broadcast service second to none.

We can go anywhere throughout South Australia and cover your event.

Costs - Outside Broadcast Van within Port Augusta:

2 hours	\$1000	includes 1 week (10 spots)
4 hours	\$2000	includes 2 weeks (20 spots)
6 hours	\$3000	includes 3 weeks (30 spots)
8 hours	\$4000	includes 4 weeks (40 spots)

All OB Vans include announcement spots in the weeks leading up to your event depending on the length of your booking.

