

BRIEF HISTORY OF TANK FM

1997 – 1st test broadcast from a caravan in Rudder Park.

1997 – 1st test broadcast from inside disused water tank at Rudder Park

1999 – Awarded license for Community Broadcasting

2001 – Significant reporting of major flood in March.

2005 – 'Easy Listening' format with consistency in programming introduced, with immediate results in increased listening audience.

2007 – Collaboration with a major sponsor, results in Tank FM shop opening in Centrepoint Arcade, with administration and production facilities, direct public access, resulting in a heightened public awareness.

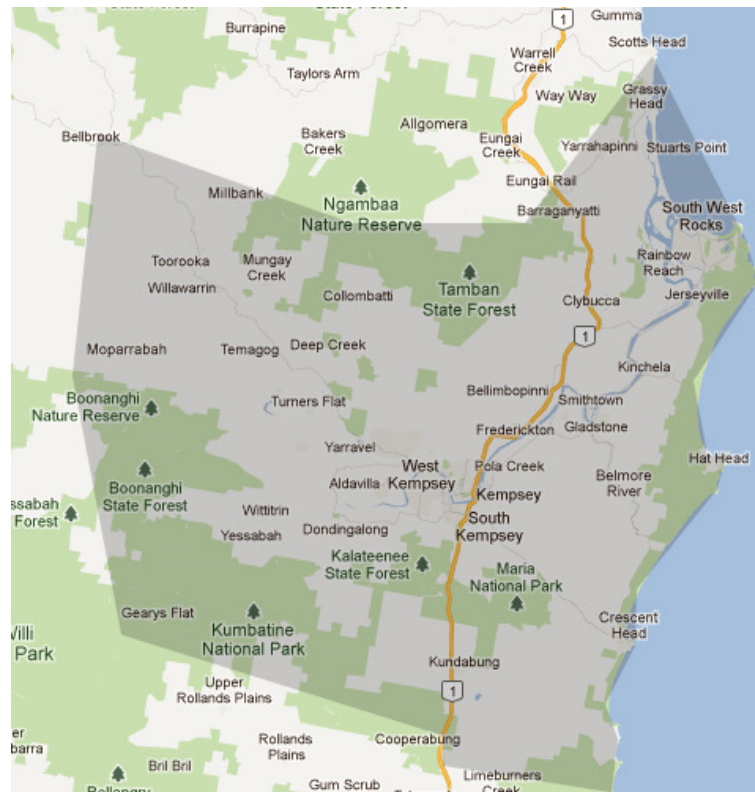
2011 – Outside Broadcasts and live interviews commenced, resulting in increased community penetration, involvement, and awareness.

2014 – Successful 5 year licence renewal application with ACMA

2015 – Winner of the Macleay Argus Business Awards – 'Community & Social Services Popular Vote'

2016 – Relocation of administration office, and two new studios constructed at new premises – 59 Elbow Street, West Kempsey.

Sponsorship with Tank FM Kempsey's **ONLY** Radio Station



Broadcast Area

AUDIENCE SHARE*

Tank FM's share in a community audience of 21,978 people in a given week is 7,912 equating to 36% of the 15+ population.

* McNair Ingenuity Research – 2010

Let us help you broadcast directly to your market

• WHAT DO YOU GET?

By sponsoring Tank FM, you receive a quality, creative, pre-recorded announcement of 30 seconds, or 15 seconds and 30 seconds – depending upon the sponsorship package you choose.

• WEEKDAYS AND WEEKENDS

You only pay for weekday airtime – weekends are FREE!

• RATES

Extremely competitive sponsorship rates, resulting in highly cost effective marketing strategies.

• FLEXIBILITY

We can create a package that suits your marketing needs and budget.

• FREE PRODUCTION

With extremely short lead times when required

• CHANGES

Your announcement can be changed at any time – free of charge

• BROADCAST AREA (see map)

Your announcement is broadcast directly to your market – the Macleay Valley Community (you don't pay to broadcast outside your market area).

• WEBSITE

Your logo/artwork is posted on the Sponsorship Page of the Tank FM website

• INTERNET

Tank FM also has Broadcast Streaming via its website, which means your announcement goes "out to the world".

• SERVICE

Easy creation of sponsorship announcements, with prompt, professional, and friendly service.

• BONUS

Generous FREE extra airtime for your announcement

Effective Date: 1st July, 2016

CONTACT

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KEMPSEY NSW
TANK FM 103.1