

Radio Canberra Station Profile

2020



Radio Canberra Pty Ltd

Radio Canberra Pty Ltd operates the capital's original radio stations, **2CA** and **2CC**, along with **KIX Country 97.5fm**. In addition to these AM and FM licences, we simulcast these stations on the new DAB radio platform, along with our DAB only stations, **My Canberra Digital** and **Snow Digital**.

The licence area delivers a potential audience of 498,000 people, taking in **Canberra, Queanbeyan** and **Yass**.
(source: abs, census 2016).

Radio Canberra broadcasts from one of Australia's most state of the art broadcast facilities, **The Canberra Radio Centre** in Crace with a highly skilled staff of announcers, journalists, advertising professionals and technicians.

We deliver high quality advertising solutions to businesses of all sizes, contributing to the economic strength of the region.





Forever Classic 1053 2CA

Paul Holmes
2CA's Classic Breakfast
from 5:30am each weekday

Marc McCreadie
2CA's Workdays
from 9:00am each weekday

Cathy Dinn
2CA's Afternoon/Drive
from 2:00pm each weekday

Forever Classic Nights
2CA's Nights
from 6:00pm Monday-Thursday

Thank God it's Friday
Friday evening from 6:00pm

Jukebox Saturday Night
Saturday evening from 6:00pm

60's Soundtrack
Sunday mornings – 6:00am-9:00am

Talking Canberra 1206 2CC

Alan Jones Breakfast
from 5:30am each weekday
The Ray Hadley Morning Show
from 9:00am each weekday
The Deborah Knight Afternoon Show
from 12:00pm each weekday
Canberra Live with Leon Delaney
from 3:00pm each weekday
Wide World of Sport
From 6pm Mon-Thurs
Money News with Brooke Corte
from 7:00pm each
Nights with John Stanley
from 8:00pm each weekday

Weekends

Weekends on 2CC are jam packed with local lifestyle programming including **The Garden Gurus**, **Pet Tales** and **Canberra weekender**. Plus a wrap up of the big news stories of the week and in depth analysis of local current affairs in **The Sunday Roast**. During footy season 2CC delivers the award winning **Continuous Call Team** and **Live NRL** action!
from 6am weekends



THE HOTTEST COUNTRY

Kix Country Target Audience – All people 18-49 years

Music Format – Contemporary Country Music

If it's **HOT** in country music, you can hear it now on Kix!

Kix Country caters for music lovers as well as traditional country music fans with 55 minutes per hour of non stop country hits and latest releases

Forever Classic - 1053 2CA



Canberra's Forever Classic 2CA is the region's original radio station and continues to entertain and delight Canberrans with 100% local programming. 2CA is Canberra's Baby Boomer station, rockin' the 40+ demo.

Join **Paul Holmes** every weekday from 5:30am with 2CA's Classic Breakfast - get yourself going with the most music at breakfast plus the latest news, sport, traffic, weather and entertainment!

From 9am **Marc McCreadie** help Canberra get through the workday with 30 minute music marathons and the latest news and happenings around the region.

Cathy Dinn entertains each weekday afternoon from 2pm-7pm with more 30 minute music marathons and your stress free drive home, featuring 2CA's Time Saver Traffic Reports every 30 minutes and the hugely popular Retro Rewind!

Talking Canberra - 1206 2CC



2CC is Canberra's Number One commercial station for Talk during the day, boasting the biggest names in radio both locally and nationally. 2CC has the highest levels of listener engagement of any station in Canberra, with the highest Time Spent Listening each week^.

The Alan Jones Breakfast Show Weekdays 5.30am – 9am

Australia's Number One broadcaster brings you The Alan Jones Breakfast Show each weekday 5.30am to 9am. Alan has the ears of Prime Ministers and the ears of Canberrans.

The Ray Hadley morning show - Weekdays 9am-12noon

One of the highest rating morning programs in Canberra. Ray does not hold back. He asks the questions that need to be asked and he get's the answers. Ray speaks to the day's newsmakers and the people behind the stories. Ray is a member of the Radio Hall of Fame.

The Deb Knight Afternoon Show Weekdays 12 noon – 3pm

is a seasoned journalists with a national profile through her work on the Nine Network. Deb brings a fresh approach to afternoons on 2CC.

Leon Delaney Weekdays 3pm – 6pm

Leon brings decades of experience to 2CCs local drive show. A program that is topical, entertaining and very Canberra. Leon covers the big issues of the day with a local feel. Award winning radio from Canberra's best.

Wide World of Sports - Weekdays 6pm-7pm

The legendary sports program comes to radio, presented each weekday by radio veteran Mark Levy. Everything sport, everyday on your radio.

Money News - Weeknights 7pm-8pm

Brooke Corte wraps up your weekday with all the news from a market perspective. Compelling listening for all current affairs interests.





Rate Card - JAN 2020
30 second commercials

SESSION	2CC	2CA	Kix Country
Breakfast 0530 - 0900	\$78	\$78	\$23
Morning 0900 – 12 noon	\$75	\$75	\$18
Afternoon 12 noon – 1500	\$70	\$70	\$18
Drive 1500 - 1800	\$78	\$78	\$23
Evening 1800 - 2359	\$35	\$35	\$10
ROS (Even Placement) 0530 – 2359	\$66	\$66	\$10
4 Session Placement BMAD	\$75	\$75	\$21
LIVE READ Commercial	\$180	\$180	N/A
NRL Continuous Call Saturday and Sunday 1200 - 2100	\$95	Regular Rates apply	Regular Rates Apply

LOADINGS

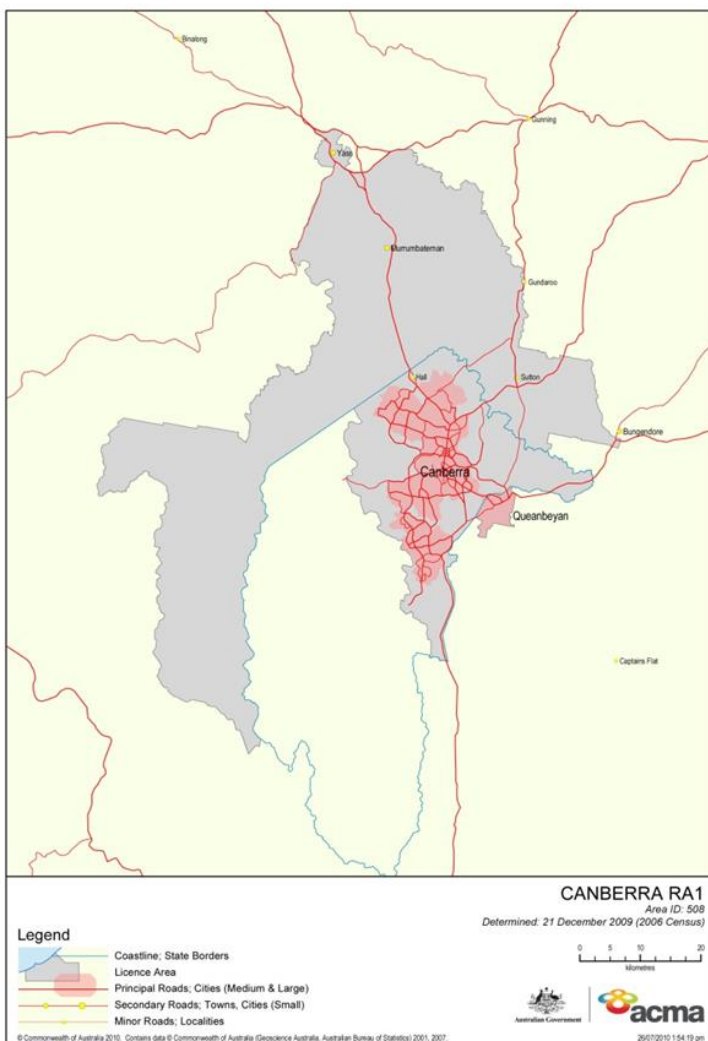
- Specific Time: +20%
- End of Week Loading: +20%
- 60 seconds: +100%
- 45 seconds: +50%
- 15 seconds: x60%

PRODUCTION

- Commercial Production - \$90 per commercial (includes script writing and a 1 voice commercial only)
- Additional voice surcharge - \$70 per voice
- Voice Talent Fee - \$250 (For Commercials released to media agencies outside the Capital Radio Network)

All prices are exclusive of 10% GST

2CC, 2CA & Kix Country Licenced Area



Radio Canberra Pty Ltd

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1053 2CA
FOREVER CLASSIC
CANBERRA

2CC
TALKING CANBERRA
1206

KIX CANBERRA
97.5FM
THE HOTTEST COUNTRY