

NZ Artist Packages

Advertising on 95bFM

Aug 2025

We care deeply about NZ artists. In fact, 95bFM wouldn't be here without them. We want to make your gig, album, or event as successful as possible.

The **NZ Artist Packages** are a **75% discount** on our standard ratecard (plus some bonus add-ons) designed to break down the cost barrier to radio advertising. These three packages are **exclusively available for Kiwi artists** to promote their mahi to 95bFM's dedicated 31,000+ weekly listeners.



The Originator.

Milad Asadi: Buzz at Fancy New Band 2024



NZ Artist Packages

Kererū, Korimako, and Titipounamu

Who is it for?

NZ Artist Packages are exclusively available to artists & projects that meet the following criteria:

- **NZ Artist-made**
- **Independently promoted**
- **If an event, takes place in a venue with capacity less than 500 pax**
- **If ticketed, tickets cost less than \$50.00**

Not everything is black or white. Please reach out to us if you meet only some of the criteria or feel this kaupapa resonates with your mahi.

What can I advertise?

Music gigs, physical releases, new albums & EPs, festivals, free events, online events, theatre shows, book launches, gallery showings, workshops, etc. We don't run campaigns for new singles but you can submit your tracks for playlisting consideration to music@95bfm.com.

Here is how we define some of the terms we use:

NZ Artist: Someone who lives in or is from Aotearoa and makes art here.

Art/Artist: Music, theatre, visual art, dance, ngā toi Māori, literature, film, dance, craft, workshops for artists, community arts, everything beyond and inbetween.

Independently Promoted: You are the producer, performer, and PR rep. You are working with small budgets and resources. Your promoter is your mate or your mum. You're not entirely sure what a promoter is or does. If any of these sound relevant, you're probably independently promoted.

Got any other pātai?

Please reach out to us! Email sales@95bFM.com or call 09 309 4831 and a member of our friendly Sales Team will help you out.

Kererū - The Big One

A chunky campaign with a major discount. Spread it out or stack it up.

Light Touch - 6 weeks | Standard - 4 weeks | High Volume - 2 weeks

- 1 x creative credit, we will write and produce your ad for you
- 20 x 30-sec peak advertising spots (7-10am, 4-7pm)
- 64 x 30-sec off-peak advertising spots
- 28 x 30-sec nights advertising spots (7pm-1am)

VALUED AT
COST TO YOU

\$3,480.00 + GST
\$870.06 + GST

Korimako - bEAUTIFUL

Let your voice be heard. A steady campaign to sing your praises.

Light Touch - 4 weeks | Standard - 2 weeks | High Volume - 1 week

- 1 x creative credit, we will write and produce your ad for you
- 10 x 30-sec peak advertising spots (7-10am, 4-7pm)
- 32 x 30-sec off-peak advertising spots
- 14 x 30-sec nights advertising spots (7pm-1am)

VALUED AT
COST TO YOU

\$1,865.00 + GST
\$466.28 + GST

Titipounamu - Small but perfectly formed

An oomph, a boost, a short and sweet campaign.

Light Touch - 2 weeks | Standard - 1 week | High Volume - 3 days

- 1 x creative credit, we will write and produce your ad for you
- 5 x 30-sec peak advertising spots (7-10am, 4-7pm)
- 16 x 30-sec off-peak advertising spots
- 7 x 30-sec nights advertising spots (7pm-1am)

VALUED AT
COST TO YOU

\$1,057.50 + GST
\$264.39 + GST

Optional Extras

Make your money go further

The following are available to all who book an NZ Artist Package at no extra cost. Subject to availability and suitability.

Short-Run Giveaways

Provide us with 1-4 prizes (tickets, vinyl, CDs, merch, etc) and we will give them away on-air to one of our bCard holders

Week-Long Giveaways with Promo Ads

Provide us with 5 prizes and we will run a week of ads promoting the giveaways to boost engagement & entries across the week

The Entertainment Guide (*events only*)

Inclusion in the online Entertainment Guide immediately and the on-air Entertainment Guide the week of your event

Social Media (*events only*)

1x post or story on the 95bFM Instagram & Facebook

Album of the Week (*album releases only*)

Got a new album coming out? We'd love to consider it for our Album of the Week. Ask us about our special NZ pricing for NZ AOTW campaigns.

The Next Steps

Ready to book? Get in touch!

Send your questions and booking enquiries to sales@95bFM.com or give us a call on 09 309 4831.

Good things take time. **Please allow at least a week** from contacting our sales team to getting an ad on air. See the next page for an overview of the 95bFM advertising process and what to expect.

The Process

From Inquiry to On-Air

Step 1: Kōrero mai

Flick an email to the 95bFM Sales Team (sales@95bFM.com) with:

- the package & extras you're interested in booking
- when you'd like to run your campaign
- what you want to advertise
- any other info that may be helpful

Step 2: Pencil it in

We will reply to you with:

- a proposed campaign schedule
- availability of extra promo activities
- a creative brief form for you to fill out (this helps us write your ad)
- a new client form (if applicable).

Step 3: Lock it in

You reply with your confirmation (or questions/changes). Make sure to include the completed forms! It takes us 5 working days from receiving your creative brief form to getting your ad on air.

Step 4: The Words

Our Creative Director will email you a script to approve or request changes. Once you approve, we will send it off to production.

Step 5: The Sounds

Our Production Manager will email you the final ad audio to approve or request changes. Once you approve, it goes to air!

*Invoicing & Payment

We know what it's like to run on the smell of an oily rag. We can invoice you after your event, just let our team know when you're booking. Our invoices are usually sent out on the 1st and due on the 20th of the following month.