



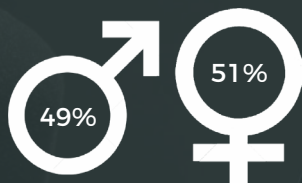
## A VITAL PART OF THE GREAT SOUTH COAST REGION

3YB FM and COAST FM are the two stations that local people rely on for all their local, national and sport news, playing the Great South Coast's best music from the artists that our under 40s and over 40 year old listeners know and love.

---



## POTENTIAL WARRNAMBOOL AUDIENCE



AGED 0-9 (13.17%)  
AGED 10-17 (11.75%)  
AGED 18-24 (8.18%)  
AGED 25-39 (16.59%)  
AGED 40-54 (21.32%)  
AGED 55+ (28.99%)



As an ECC member you will save up to 45% on standard advertising rates.



People are 9 times happier when listening to radio.



Consumers are more than 43% more likely to search or purchase a brand, after hearing it advertised on radio.



Radio advertising delivers a strong average ROI of +17%



72% of radio listeners believe that their favourite radio station is a wonderful brand.



4 out of 5 listeners have been listening to the same radio station for more than two years.



95% of people listen every week.



67% of radio listeners are open to advertising messages, the highest across any form of media.

# A VITAL PART OF THE GREAT SOUTH COAST REGION

# WARRNAMBOOL MARKET

The 3YB FM and COAST FM service area stretches across the coastal plain high on Mount Warrnambool to Warrnambool and the Great South Coast of Victoria. Taking in such towns as Warrnambool, Terang, Mortlake, Koroit and Camperdown.

Warrnambool is a comprehensive regional service centre. Major industries and services include retail, tourism, education, health, dairy, meat processing, building and construction.



# COAST FM - HIGHLIGHTS

COAST FM is the Great South Coast's most listened to radio station. With the immensely popular 'Monkey in the Morning' show and in drive, Fitzy and Wippa and Kate, Tim & Marty each weekday afternoon/night.

COAST FM specifically targets the 18 - 35 age group market.

We're all about Today's Hottest Music & Entertainment.



Located - Warrnambool and surrounding area.  
Frequency - 94.5 FM  
Format - News, sport, talk back, music  
[www.3yb.com.au](http://www.3yb.com.au)



Located - Warrnambool and surrounding area.  
Frequency - 95.3 FM  
Format - Hit music, local and national news  
[www.coast.com.au](http://www.coast.com.au)



# 3YB FM - HIGHLIGHTS

3YB FM specifically targets the over 35+ age group market.

Well established, playing classic hits from the last four decades.

We're all about Talkback radio and the best songs of all time, all day. Included with award winning shows and the latest news national, local and sport.

# CONTACT

95 Timor Street  
Warrnambool, VIC 3280

PO Box 485  
Warrnambool, VIC 3280

Ph: (03) 5564 3888

**PETER HEADEN**  
**(GENERAL MANAGER)**  
**0419 559 389**

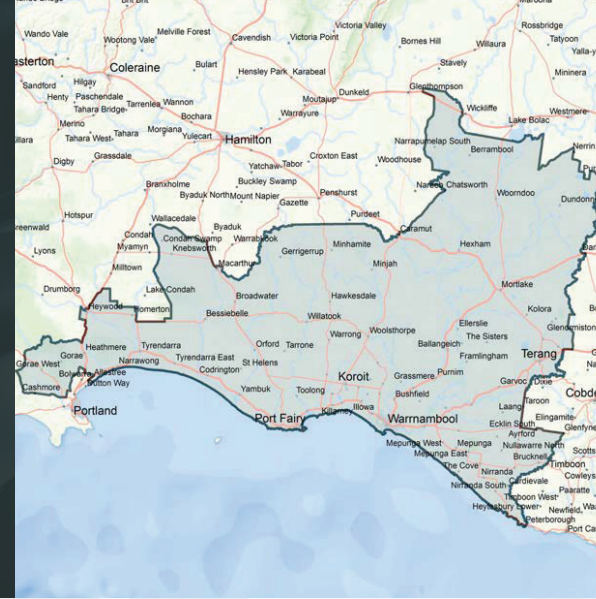
[peterh@aceradio.com.au](mailto:peterh@aceradio.com.au)

**TRACEY KOL**  
**(SALES MANAGER)**  
**0407 882 552**

[traceyk@aceradio.com.au](mailto:traceyk@aceradio.com.au)

**DAVE DRINKELL**  
**(PROGRAM MANAGER)**  
**0417 849 047**

[daved@aceradio.com.au](mailto:daved@aceradio.com.au)



## WHERE TO GO FROM HERE

