

# SOUTHERN FOREST & VALLEYS

Promoting the Hidden Delights Of This Spectacular South West Region

Supported By  
**SOUTHERN FORESTS & VALLEYS**

**GWN7**

## SOUTHERN FOREST & VALLEYS EMERGENCE CAMPAIGN PACKAGE

Join With GWN7 To Promote  
*Your Region*  
*Your Business*  
To Regional West Australians



*A Unique Country Holiday Experience.....  
Dining At Vineyards And Award Winning Restaurants, Smelling The  
Fresh Winter Leaves On A Forest Walk....  
Climb Trees And Experience Spectacular Views .....  
Braving The River .... Enjoying The Adventure ...Riding A Horse ...  
Snuggling Up To A Warm Wood Fire With A Glass Of Red ...*

## **Southern Forests and Valleys Emergence Campaign**

The Southern Forests & Valleys Region Is Truly  
An Undiscovered Treasure.

The concept of this campaign is to provide the  
best package to promote your business and/or  
your region to Regional West Australian holiday  
makers and weekend visitors





## BENEFITS TO YOUR BUSINESS

Your business will benefit from having this powerful medium reach regional West Aussie's keen to travel, showing the highlights of your own business and you'll also be helping to promote Southern Forests and Valleys region as an overall destination

You'll have your own commercial, *within* a commercial, thus gaining more reach and frequency for your message, as well as benefiting from the **considerable** **airtime support** GWN7 is adding to this campaign.

You will benefit from the significant market share GWN7 has of regional WA viewers. For example the GWN7 News regularly enjoys a market share of over 72% of the viewing audience. The station overall has the highest market share by a considerable margin. This means your message is reaching the maximum audience potential.



## YOU WILL RECIEVE

- ❑ Approximately 8 seconds of an *extended* 30 second commercial (most are a standard 15) – with approximately 20 voice over words with still shot vision/photographs and graphics/logo. \*\*\*\* PRODUCTION INCLUDED \*\*\*\*
- ❑ Your commercial will be top and tailed, along with others, to convey this perfect location. Both your section and the whole commercial will benefit you
- ❑ Your commercial will take part in a mixed schedule of intense coverage through the whole South West as well as **Full Network Regional Western Australia coverage**. Thus maximizing your opportunities with local day/weekend visitors as well as those travelling from further afield. Our reach is a **potential 560,200 population of holiday hungry residents**
- ❑ You will benefit from airing on our other two channels too - 7MATE's *fishing, camping and trucking* style shows, and 7TWO's popular *Escape to The Country, Doc Martin, A Touch Of Frost, Billy Connolly* and more.
- ❑ 3 Month television promotion – this promotion for your business will run for a **full 3 months** giving you time to maximize opportunities for longer





# Television Schedule

Regional Western Australia & South West– GWN7, 7MATE, 7TWO

TIMESLOT	Time Range	Days	Full Regional WA	South West
GWN7 PRIME TIME (House Rules, News etc.)	1800 - 2230	Sat - Sun		9 spots
GWN7 BONUS PRIME TIME (House Rules, News etc.)	1800 - 2230	Sat - Sun	15 spots	
GWN7 BONUS RUN OF STATION	1200 - 1800	Sat - Sun	60 spots	
GWN7 AFTERNOON (Midday Movie/News/ The Chase)	1200 - 1800	Sat - Sun	6 spots	7 spots
GWN7 MORNING (Sunrise/ Morning Show/ News)	0600 - 1200	Sat - Sun	11 spots	8 spots
GWN7 LATE EVENING (The Latest News/Movies/Swat Etc.)	2230 - 2400	Sat - Sun	2 spots	5 spots
7TWO BONUS PRIME TIME	1800 - 2230	Sat - Sun	30 spots	
7TWO BONUS RUN OF STATION	0600-2400	Sat - Sun	70 spots	
7MATE BONUS PRIME TIME	1800 - 2230	Sat - Sun	30 spots	
7MATE BONUS RUN OF STATION	0600 - 2400	Sat - Sun	70 spots	
SUBTOTAL			294 spots	29 spots
<b>TOTAL \$1215 plus GST EACH PARTICIPANT Over 3 months</b>			<b>DIVIDED OVER 3 MONTHS = AVERAGE OF \$405 PER MONTH</b>	
			<b>323 spots (over 100 per month!)</b>	



*Filler list inclusion will also be added, giving more additional bonus spots throughout. Filler content is reported on a post airing basis.*

Supported By

**SOUTHERN  
FORESTS & VALLEYS**

# Yes I Wish To Participate

---

To confirm your participation please sign below and email to [katie.fox@gwn7.com.au](mailto:katie.fox@gwn7.com.au)

Phone: (08) 9792 2897

**YES I WISH TO PARTICIPATE IN THE GWN7 SOUTHERN FORESTS & VALLEYS EMERGENCE CAMPAIGN**

**TOTAL PARTICIPANTS COST OF \$1215 OVER 3 MONTHS \*plus GST**

**(Averages to \$405 per month)**

**PARTICIPATION IN THE 30 SECOND 3 BUSINESS GROUP COMMERCIAL**

**YOU WILL RECEIVE 323 SPOTS ON GWN7/7MATE/7TWO**

**\*\* PRODUCTION OF YOUR SECTION OF THE COMMERCIAL IS INCLUDED using *stills* or *vision* you provide**



**Business Name** \_\_\_\_\_

\_\_\_\_\_  
**Client Signature**

\_\_\_\_\_  
**Please Print**

\_\_\_\_\_  
**Date**

Please note: GWN7 cancellation deadline is 30 days prior to on-air date.

All details including telecast times / rates are subject to change, placement of airtime is subject to availability and some spots may be subject to change

