



MEDIA KIT

The only **24/7**
Arabic broadcaster
to provide **local and**
international news

**Our customers speak
for themselves**

[CLICK HERE FOR SOME
CUSTOMER TESTIMONIALS](#)

**25 years of broadcasting
excellence**

[CLICK HERE FOR
2ME 25 YEAR TRAILER](#)

About Us

Leading the way in Arabic broadcasting for over a quarter of a century.



**2ME Australia is Australia's only
Arabic broadcaster to conduct
LIVE open talkback in its content.**

2ME Radio was initially only recognised by the Arabic community. Now as corporate advertisers are branching into niche marketing – 2ME is recognised by a host of blue chip organisations and departments including Government (Federal and State), Retail, Airlines, Travel, Telecommunications to name a few.



2ME Radio now broadcasts live across desktop and mobile devices on-demand with 2ME Australia and 2ME Gold.

The Right Format

A world class radio provider.



THE RIGHT BROADCAST

The bilingual broadcast is divided into the standard segments adopted by commercial radio stations around Australia and the world. These segments include Breakfast, Morning, Afternoon, Drive Time and Evening.



THE RIGHT CONTENT

2ME Radio plays top 40 music favorites, as well as Classic Hits from the 60s, 70s, 80s, 90s and today with a mix of local news and BBC World News on the hour, 24 hours a day. Live talkback is a prominent part of our programming.

**LISTEN LIVE TO 2ME
AUSTRALIA OR 2ME GOLD**



THE LATEST NEWS

2ME is Australia's ONLY commercial Arabic broadcaster to provide local news content.



THE RIGHT AUDIENCE

2ME Radio focus' its broadcast on an adult contemporary audience, featuring the latest in Arabic and English language hits, and is Australia's only Arabic broadcaster to conduct live open talkback.



THE RIGHT STATION

Radio 2ME is recognised as the largest Arabic language broadcaster in the Southern Hemisphere and was chosen by The BBC in London to be its provider of World Service to Arabic speakers in Australia.

Advantages of Radio

Radio sells with immediacy

Reaches consumers within two hours of their largest purchase of the day.

Radio sells everywhere

The true mobile medium. In the car, at work, and at play, radio is there.

Radio sells with intimacy

When you have something very important to communicate to someone, which would you prefer – to show them a picture, to write to them, or to talk with the intimacy & emotion.

Radio stars in the theatre of the mind

Want a 100 piece symphony orchestra or a elephant in your ad? With word pictures & emotion – evoking sounds, radio's theatre of the mind stimulates the most emotion.

Radio escapes advertising's clutter

10 minutes of advertising per hour, devotes less than 1/5 of its time to ad. Radio is the uncluttered medium.

Radio is the cost effective medium

Newspaper rates are up. TV ad rates are up.

Radio advertising costs

grew less than any other major form of advertising.

Frequency sells

Psychologists tell us that consumers need to be exposed to an advertising message at least three times before it begins to penetrate.

You're always on the front page with radio

With radio advertising you are front & centre in the listener's attention span when your ad is on the air.





Why is 2ME a valuable market?



LANGUAGE

In Sydney and Melbourne, Arabic is the second most spoken language and the overall number of Arabic speaking people have increased by 9%.

45% of the Arabic population born in Sydney speak Arabic.

52% of the Arabic population born in the Middle East and now reside in Sydney speak Arabic.



POPULATION

The Arabic population within NSW and VIC has a total of 366,811 people.



MIGRANTS

Sydney and Melbourne have the highest concentration of immigration between 1986 and 2015 of Arabic speaking people.



RESIDENCE

87% of Arabic speaking people in Australia live in NSW or Victoria.



Radio 2ME History

2ME is Australia's first and only 24 hour commercially owned and operated Arabic language broadcasting station.

2ME first began broadcasting to Sydney and the surrounding metropolitan suburbs in 1998. 2ME is a broadcast radio station in providing Arabic and English language broadcast, adult contemporary, pop and rock music to major cities (and their surrounds) around Australia and the world.

2ME provides a mix of local news and BBC World News and features the latest in Arabic and English music including the top 40 music favourites, as well as classic hits from 60s, 70s, 80s, 90s and today. 2ME is recognised as the largest Arabic language broadcaster in the Southern Hemisphere and was chosen by the BBC in London to be its provider of World Services to Arabic speakers in Australia.

Social Media

Through Facebook, 2ME continuously updates followers on global news as well as providing the followers with access to radio segments and interviews which have been broadcast.

The social media platform enables 2ME to target and engage a greater audience of varying demographics and language backgrounds. The 2ME Facebook page allows followers to actively (in both Arabic & English) view, react, comment and share our posts.



44,431 followers

43,178 total likes

Products



Weather Report Sponsorship, business of the month or credit mentions.



Read by our announcers live on air, audio only.



Pre-recorded ads running in specified time blocks.

2ME can customise radio packages to include one or all of our products at specified times.

Air Time

MID DAWN
BREAKFAST
MORNING
AFTERNOON
DRIVE
LATE DRIVE
EVENING
BMAD

Facts

2ME reaches more Arabic speaking consumers than any other Australian Arabic media.



- 2ME are the number one rating station in Sydney & Melbourne.
- 2ME have been number one in every Arabic media survey since 1998.
- 2ME reaches more Arabic speaking men & people with a job than any other station.
- 2ME Reaches more high-income households than any other station.
- If you advertise in the popular Arabic newspaper you will miss 70% of 2ME listeners.
- 2ME is the only am 24/7 radio station that has news on the hour 24/7.
- 2ME is the only commercial Arabic radio station that has coverage into Sydney's greater west.
- 75% of people of Arabic ancestry live in Sydney's west. Latest abs census data.

How many ads must I run? How many weeks/months must my advertising schedule continue?

This is not a new discussion. In 1885, Thomas Smith wrote a guide called “Successful Advertising in 1885”. His ideas still have relevance today, especially in the crowded marketplace in which our clients operate. He referred to print media, the dominate vehicle in that age. Maybe it’s a little outdated, but you will get the message: repetition sells!

The first time people look at any given ad, they don’t even see it.

The second time, they don’t notice it.

The third time, they are aware that it is there.

The fourth time, they have a fleeting sense that they’ve seen it somewhere before.

The fifth time, they actually read the ad.

The sixth time, they thumb their nose at it.

The seventh time, they start to get a little irritated with it.

The eighth time, they start to think, “Here’s that confounded ad again.”

The ninth time, they start to wonder if they are missing out on something.

The tenth time, they ask their friends and neighbors if they’ve tried it.

The eleventh time, they wonder how the company is paying for all these ads.

The twelfth time, they start to think it might be a good product.

The thirteenth time, they start to feel the product has value.

The fourteenth time, they start to remember wanting a product exactly like this for a long time.

The fifteenth time, they start to yearn for it because they can’t afford to buy it.

The sixteenth time, they accept the fact that they will but it sometime in the future.

The seventeenth time, they make a note to buy the product.

The eighteenth time, they curse their poverty for not allowing them to buy this terrific product.

The nineteenth time, they count their money very carefully.

The twentieth time prospects see the ad, they buy what is offering.

The recipe for successful advertising is

- 1 Enough repetition weekly to reach a minimum exposure threshold of three
- 2 Long enough (at least 52 weeks)
- 3 A relevant message.

When all of the elements are in place, radio campaigns will move our clients forward.

25 countries speak Arabic

There are 25 countries that claim Arabic as an official or co-official language: Algeria, Bahrain, Chad, Comoros, Djibouti, Egypt, Eritrea, Iraq, Jordan, Kuwait, Lebanon, Libya, Mauritania, Morocco, Oman, Palestine, Qatar, Saudi Arabia, Somalia, Sudan, Syria, Tanzania, Tunisia, United Arab Emirates and Yemen

In Australia, the three main countries which comprise the lions share of Arabic speaking Australians are Lebanon, Egypt and Syria.



Lebanon

The latest Census in 2016 recorded 78,653 Lebanon born people in Australia, an increase of 2.9 per cent from the 2011 Census.

[READ THE FULL LEBANON CENSUS DATA SHEET HERE](#)

Egypt

The latest Census in 2016 recorded 39,779 Egypt born people in Australia, an increase of 8.9 per cent from the 2011 Census.

[READ THE FULL EGYPT CENSUS DATA SHEET HERE](#)

Syria

The latest Census in 2016 recorded 15,321 Syria born people in Australia, an increase of 82.6 per cent from the 2011 Census.

[READ THE FULL SYRIA CENSUS DATA SHEET HERE](#)

Our Audience

A broad appeal.

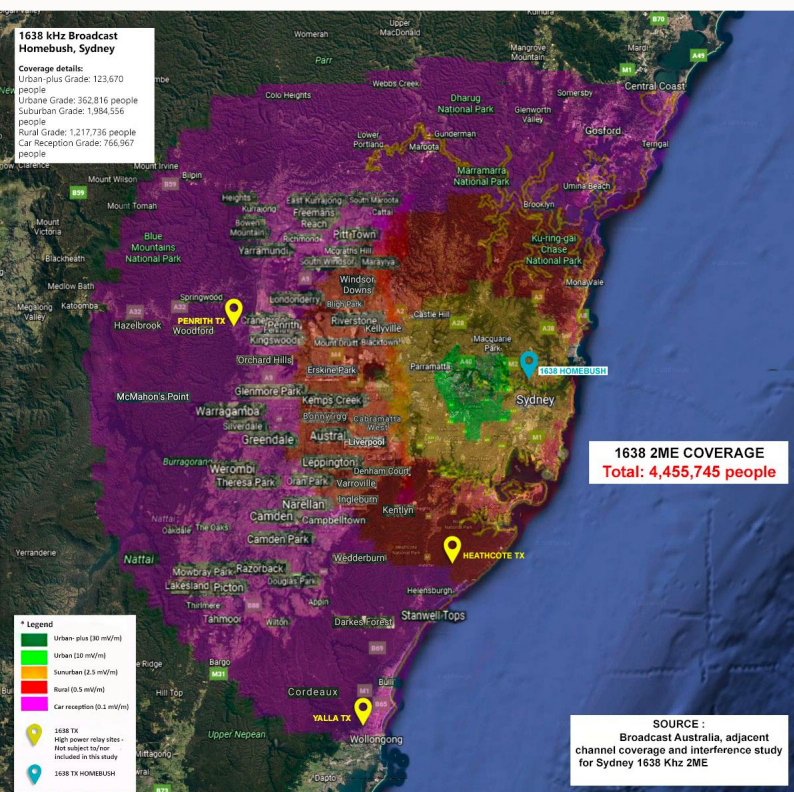
Through 2ME you are able to tap into \$45 Billion ethnic consumers without having to speak another language.

Radio 2ME is the oldest and only high power 24-hour Arabic language commercial radio station to broadcast free-to-air to Sydney and Melbourne covering Breakfast, Morning, Afternoon, Drive Time and Evening, and tapping into our 500,000 Arabic speaking Australians who consume 2ME's latest local and international news and programmes.



Broadcast Australia conducted a study into the coverage of radio access across Sydney.

COVERAGE AND INTERFERENCE STUDY FOR ADJACENT CHANNELS 1638 2ME



The study covered urban plus grade, urban grade, suburban grade, rural grade and car reception grade.

The study showed that 2ME has a wider coverage and interface than other Arabic Stations in Sydney.

In a nutshell, **Radio 2ME** covers 4,455,745 people in Sydney.

Why Radio? Why 2ME Australia?

Lots of people are talking about audio these days. And for good reason. Smartphones and smart speakers have people listening to more audio and more different types of audio than ever.

The downside, though, of talking about “audio” in general is that it can put every type of audio—radio, music streaming, and podcasts—into the same bucket, as if they are all shades of the same colour. That suggests there’s a zero-sum game at play here: as people start listening to one type of audio, they stop listening to another; or, from an advertising perspective, that new ad dollars going to one type of audio need to be re-allocated from other audio rather than from other media altogether.

AM/FM radio, music streaming and podcasting each serve a distinct set of needs and listening activities, creating opportunities of their own for advertisers.

We just conducted some research that confirms the widely varied roles played by each audio medium.

An online survey of 1,510 adults in conjunction with Radio Connects, we asked weekly listeners



of different types of audio where, when and why they use each type of audio. To get the full picture, we included listener’s owned music (downloaded songs, CDs, vinyl) even though it lies beyond the reach of advertising.

Below is a profile of the needs served by each type of audio, ranked by the leading reasons for listening to each audio medium.

Top 7 Needs States for Each Type of Audio			
AM/FM radio stations	Music streaming services	Owned music (Downloaded songs, CDs, vinyl)	Podcasts
#1 To get information	To be entertained	To lift my mood	To learn something new
#2 To feel connected	To relax	To relax	To be entertained
#3 To be entertained	To lift my mood	To be entertained	To pass the time
#4 To pass the time	To amplify/celebrate the moment	To have 'me' time	To get information
#5 To learn something new	To pass the time	To escape	To have 'me' time
#6 For company when I'm alone	To escape	To get motivated	For company when I'm alone
#7 To relax	To get motivated	To amplify/celebrate the moment	To be inspired

From aided list; among weekly users of each audio type

Three of the four audio types show unique profiles.

AM/FM Radio stands alone as the audio most widely used to “get information” and “feel connected.” Podcast listeners most commonly listen to satisfy their curiosity: they listen “to learn something new” but also “to be entertained” and podcasts are the only audio type where many also listen “to be inspired.”

Meanwhile, motivations for listening to owned music and music streaming services look remarkably similar to each other, sharing six of the seven leading needs states. Listeners often use both their owned music and music streaming services to relax, unplug and escape—that’s a full 180 degree turn from radio which serves listeners’ need “to feel connected.”

Activities while listening also paint a clear picture of the differences by audio type.

music streamers where data charges likely get in the way.

Once again, owned music and music streaming services share nearly identical user profiles, where listening while entertaining at home and working out or exercising dovetail neatly with the need state of listening to amplify or celebrate the moment.

FIVE KEY TAKEAWAYS

- 1. Agencies and advertisers need to think out of the ‘audio box’ when it comes to sourcing ad dollars, keeping the unique context of each type of audio in mind while planning their media.
- 2. AM/FM Radio serves a particularly distinct set of needs and use cases, reaching listeners when they are seeking information and connection and when they are out and about.
- 3. Programmers looking to tap into broadcast radio’s unique selling proposition in today’s audio landscape are wise to focus on informing and connecting with their audience.
- 4. Music streaming services and owned music each play virtually the same role in listeners’ lives. This reinforces what we’ve seen in our research over the past 15 years—that the growth of music streaming, much of it now accessed through a paid ad-free subscription, has largely come from time spent with owned music.
- 5. Podcast listening marches to its own drummer. As one of the only media used to learn something new, to entertain and to inspire at the same time, podcasts may have more in common with print and video than with other types of audio.

Top 7 Activities While Listening to Each Type of Audio

	AM/FM radio stations	Music streaming services	Owned music (Downloaded songs, CDs, vinyl)	Podcasts
#1	Commuting by car	Relaxing at home	Relaxing at home	Relaxing at home
#2	Shopping/ running errands by car	Doing chores /gardening	Commuting by car	Commuting by car
#3	Relaxing at home	Entertaining at home	Doing chores /gardening	Doing chores /gardening
#4	Working	Working out/exercising	Entertaining at home	Going for a walk
#5	Doing chores /gardening	Commuting by car	Working out/exercising	Working
#6	Eating breakfast	Working	Shopping/ running errands by car	Working out/exercising
#7	Driving kids to school/activities	Going for a walk	Working	Shopping/ running errands by car

From aided list; among weekly users of each audio type

AM/FM Radio again carves out a distinct profile, most frequently riding shotgun as listeners commute, shop or run errands in their cars.

Listeners to the other types of audio are more homebound, being most likely to listen while “relaxing at home.” Many listeners to podcasts and owned music also listen in the car, unlike

Audience Perception

How people understand our media.

Radio is still one of the highest ranking forms of media available making it an obvious choice for your marketing.

Overall performance ranking

1	TV	108.5
2	Radio	102.5
3	Newspapers	82.1
4	Magazines	76.5
5	Out of home	71.2
6	Direct mail	69.6
7	Social media	65.0
8	Cinema	61.4
9	Online video	55.0
10	Online display	49.7

EVIDENCE Based on sum of scores for all 12 attributes with importance weights applied.

Targets the right people in the right place at the right time

1	Radio	9
2=	Social media	8
2=	TV	8
4=	Online display	7
4=	Cinema	7
6=	Direct mail	6
6=	Out of home	6
6=	Online video	6
9	Newspapers	5
10	Magazines	3

EVIDENCE Ebiquity's score based on whether a medium can be bought by geography, demographics, day of week, time of day, contextually, addressably (each scored 0-2 where 0=no, 1=yes with limitations, 2=yes).

Triggers a positive emotional response

1	Cinema	9
2=	TV	8
2=	Radio	8
2=	Magazines	7
5=	Newspapers	7
5=	Out of home	6
7	Direct mail	6
8	Social media	6
9=	Online display	5
9=	Online video	3

EVIDENCE Secondary research findings on emotional connection and seamless experience, scored from high to low on strength of evidence.

Guarantees a safe environment

1	Cinema	10
2=	Radio	9
2=	TV	9
4=	Direct mail	7
4=	Magazines	7
4=	Out of home	7
7	Newspapers	6
8=	Online video	2
8=	Online display	2
8=	Social media	2

EVIDENCE Score applied for safety of the editorial and advertising environment. Based on secondary research and Ebiquity knowledge. Scored from safest to unsafest environment.

Low cost audience delivery

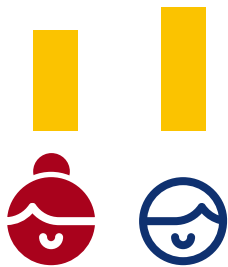
1	Radio	10
2	Out of home	9
3=	Newspapers	7
3=	Social media	7
5	Online display	6
6	TV	5
7	Magazines	4
8	Cinema	3
9	Online video	2
10	Direct mail	1

EVIDENCE Ebiquity data and secondary research. Scored from highest evidence of short-term sales response to lowest.

Our Audience

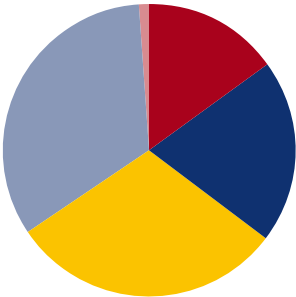
A broad appeal.

2ME Australia conducted research into the audience surrounding Sydney and Melbourne.



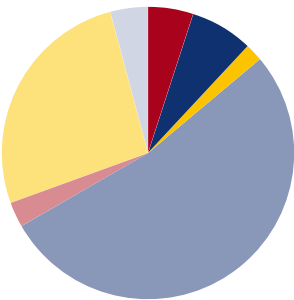
GENDER

Male	55%
Female	45%



AGES

18 to 29	15%
30 to 39	20%
40 to 54	30%
55 to 70	33%
Over 70	1%



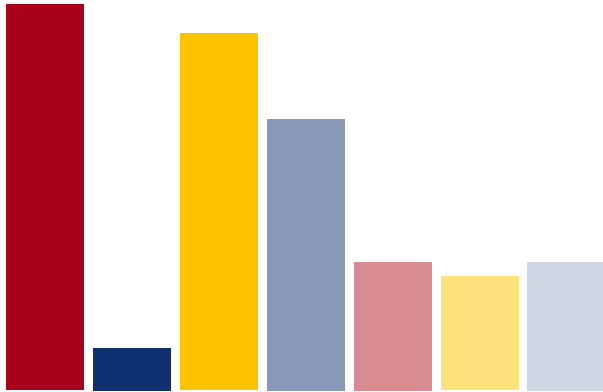
COUNTRY OF BIRTH

Australia	5%
Egypt	7%
Jordaan	2%
Lebanon	52%
Sudan	3%
Iraq	26%
Palestine	4%

(Including West Bank/Israel)

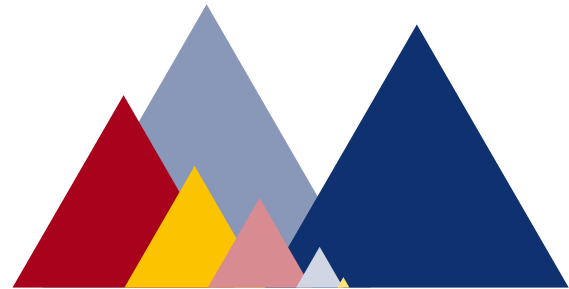
ENGLISH SPEAKING LEVEL

Very well	34%
Well	50%
Not well	13%
Not at all	1%
Don't know	1%



OCCUPATION

Professional	27%
Business Manager or Executive	3%
Business Owner or Self-Employed	25%
Technical or Skilled	19%
Semi-Skilled	9%
Manual Worker	8%
Other	9%

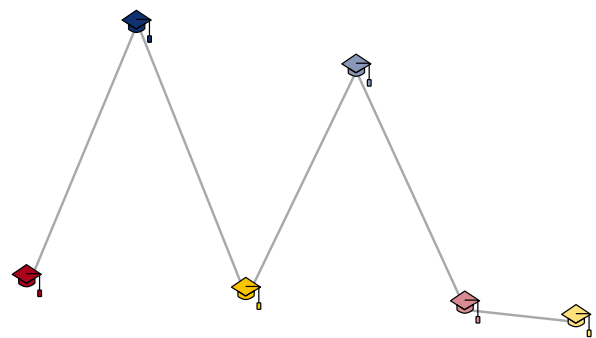
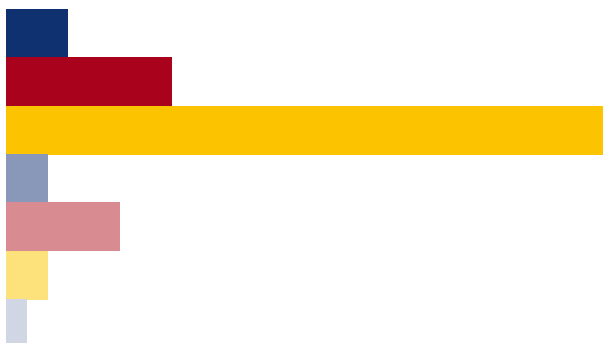


WORKING STATUS

Full time	19%
Part Time	26%
Home duties	12%
Retired/Pensioner	28%
Unemployed	9%
Student	1%
Refused	4%

MARITAL STATUS

Single/Never Married	6%
Married/Partnership, No Children	16%
Married/Partnership, Children at Home	58%
Single Parent, Children at Home	4%
Married/Partnership, Children Left Home	11%
Widowed/Divorced/Separated	4%
Refused	2%



EDUCATION

Primary School or Below	11%
Secondary of High School	33%
Some Tertiary or TAFE	10%
University (Bachelor) Degree	29%
Higher Degree	9%
Refused	8%

Content

BREAKFAST

Have your business featured in the 2ME Breakfast show, an engaging and contemporary radio segment tuned into by early risers, breakfast lovers and thousands of people on their way to work.

Be part of the highest rating Arabic talkback sessions nationally and have your business promoted alongside the latest traffic reports, local news every half hour, BBC Arabic news and all the latest music releases.

Receive 7 reads of 20 seconds Airtime
Mon -Fri between 5am-11am
(minimum of 1 month)

*That's 151 reads a month in
Australia's top rating program!*

**CLICK HERE FOR
MORE DETAILS**

THE MORNING SHOW

Do you want your business to be promoted alongside the latest traffic reports, local news every half hour, BBC Arabic news and all the latest music releases?

You could be featured in 2ME's **'The Morning Show'**, a captivating radio segment that reaches thousands of people on their way home from work in SYDNEY and MELBOURNE.

Receive 5 reads of 25 seconds
Airtime Mon-Fri between 11am - 3pm
(minimum of 1 month)

*Be a part of Australia's highest rating
Arabic talkback sessions and reap the
benefits of widespread exposure.*

**CLICK HERE FOR
MORE DETAILS**

DRIVETIME

Do you want your business to be promoted alongside the latest traffic reports, local news every half hour, BBC Arabic news and all the latest music releases?

You could be featured in **2ME's Drivetime**, an entertaining radio segment that reaches thousands of people on their way home from work in SYDNEY and MELBOURNE.

Get 5 reads of 25 seconds Airtime
Mon -Fri between 3-7pm
(minimum of 1 month)

*Be part of Australia's highest rating
Arabic talkback sessions, and reap
the benefits of widespread exposure*

**CLICK HERE FOR
MORE DETAILS**

NIGHTS

Want more exposure for your business?

You could be featured in **2ME's nights**, a charming radio segment that reaches a widespread audience of thousands in SYDNEY and MELBOURNE.

You'll receive 15 x 30 second reads
Mon -Fri between 7pm-10pm amidst
love song dedications, the top 10
voted English and Arabic songs,
artist interviews, showbiz gossip and
breaking news from around the globe

**CLICK HERE FOR
MORE DETAILS**

Content

TOP 30 COUNTDOWN

Get your business out there with 2ME's top 30 countdown package that reaches an audience of thousands in SYDNEY and MELBOURNE.

You will receive a read every two hours between noon and 10pm on Thursday, Friday and Saturday, one read every hour between 6am-2pm as well as 3 times an hour between 2pm-6pm on Sunday.

(Minimum of 3 months)

That's a total of 35 times per week your business could be promoted on Australia's highest rating Arabic talkback sessions!

**CLICK HERE FOR
MORE DETAILS**

SATURDAY NIGHT PARTY

Do you want your business to be advertised amidst non stop Arabic dance mixes where every party turns us on?

You could be featured in **2ME's Saturday Night Party**, a lively radio segment that reaches thousands of groovers IN SYDNEY AND MELBOURNE

So here's the deal. You will receive 4 reads of 15 seconds on Thursday and Friday, and 8 reads of 15 seconds on Saturday night!
(minimum of 12 weeks)

With very few adds and a constant flow of dance mixes chosen by the 2ME production department, this segment will keep everyone's Saturday night party alive, and you could own the show!

**CLICK HERE FOR
MORE DETAILS**

SUPERMAN PRE-LIVE CROSS WEEKDAYS

Opening a new shop, launching a product or simply want to increase awareness of an existing service?

Get the word out with **2ME's 'Superman Cross Weekdays'** package that reaches a vast audience of thousands IN SYDNEY AND MELBOURNE,

You will receive 2 reads of 60 seconds every hour between 6am-6pm for a weekday of your choice As well as 1 live read of 45 seconds per hour for the Wednesday, Thursday and Friday leading up to the crosses.

That's a total of 60 times your business could be promoted on Australia's highest rating Arabic talkback sessions!

**CLICK HERE FOR
MORE DETAILS**

SUPERMAN PRE-LIVE CROSS WEEKENDS

Opening a new shop, launching a product or simply want to increase awareness of an existing service?

Get the word out with **2ME's 'Superman Cross Weekend'** package that reaches a vast audience of thousands IN SYDNEY AND MELBOURNE.

You will receive 2 reads of 60 seconds every hour between 6am-6pm for a weekday of your choice As well as 1 live read of 45 seconds per hour for the Wednesday, Thursday and Friday leading up to the crosses. Also we will take 20% off the original price on Sundays!

That's a total of 60 times your business could be promoted on Australia's highest rating Arabic talkback sessions!

**CLICK HERE FOR
MORE DETAILS**

Content

WEEKDAY WEATHER

Do you want your business to be promoted alongside the latest weather reports that reaches thousands in Sydney and Melbourne?

Sponsor **2ME's weekday weather** reports and be featured in 4 prime time radio shows, ensuring your business will be heard about loud and clear by a vast demographic .

This is the best value 'announcer reads' package available with 15 reads of 30 seconds everyday between 5am -10pm (minimum of 1 month)

Be part of Australia's highest rating Arabic talkback sessions, and reap the benefits of widespread exposure

**CLICK HERE FOR
MORE DETAILS**

GOLDEN LUNCH BREAK

Do you want your business to be promoted alongside the latest traffic reports, local news every half hour, BBC Arabic news and all the latest music releases?

Get the word out there with **2ME's 'Golden Lunch Break'** package and reach an audience of thousands IN SYDNEY AND MELBOURNE.

Receive 3 reads of 15 seconds from Monday through to Friday at 12 noon and reap the benefits of widespread exposure on Australia's highest rating Arabic talkback sessions!
(Minimum of 3 months)

**CLICK HERE FOR
MORE DETAILS**

GARAGE SALE

Want more exposure for your business?

Get the word out there with **2ME's 'garage sale'** package and reach an audience of thousands IN SYDNEY AND MELBOURNE.

With this deal your business will be mentioned every hour between 7am and 12pm for 5 days a week.
(Minimum of 3 months)

That's a total of 25 times per week your business could be promoted on Australia's highest rating Arabic talkback sessions!

**CLICK HERE FOR
MORE DETAILS**

BUSINESS OF THE MONTH

Do you want your business to be advertised as highly trusted, respected and ahead of the competition?

You could be featured in **2ME's Business of the month**, a popular radio segment that reaches a widespread audience of thousands IN SYDNEY AND MELBOURNE.

You will receive 25 seconds every hour between 6am 6pm for 7 days straight!

That's 84 times your business will be mentioned on Australia's highest rating Arabic talkback sessions, who wouldn't want to reap the benefits of such exposure?

**CLICK HERE FOR
MORE DETAILS**

Content

LOCAL & INTERNATIONAL NEWS

Be part of the only Arabic radio station in Australia that supports local news bulletins every half hour during Breakfast & Drive and at the top of the hour all day.

As a long time partner station with BBC Arabic, 2ME also guarantees the latest breaking news in the Middle East from its vast partner resources.

**CLICK HERE FOR
MORE DETAILS**

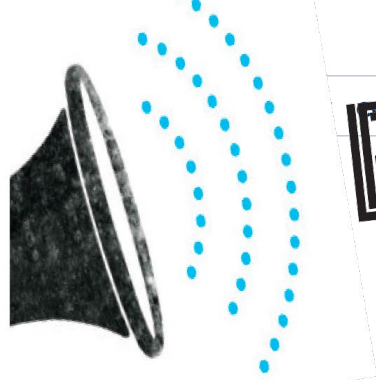
TRAFFIC REPORTS

Traffic reports for Sydney and also for Melbourne by the highly respected Australian Traffic Network.

On the hour every hour from 6am to 8pm and every half hour during Breakfast and Drivetime.

Keep up to date by the minute as you drive.

**CLICK HERE FOR
MORE DETAILS**



BREAKING NEWS.....



Sydney's Royal Easter Show **Outside Broadcast**

Be part of the Nation's largest annual event,
attracting more than 1.5 Million Visitors
to Homebush Bay, Sydney...

Watch the video: <https://www.youtube.com/watch?v=KJyvH0rj8Hc>

ADVERTISING PACKAGES!!!! **AVAILABLE**



2ME is the **only Ethnic Radio Station to Broadcast Live at the Sydney Royal Easter Show** from the Olympic Park.

2ME is the only 24hr Radio Station with Live Programming that covers any 'Live Event' with our **Mobile Studio & Professional Broadcasting Team!**

Australia's leading Arabic Language Radio Station.

OUTSIDE BROADCAST PACKAGES

12 DAYS OF SHOW ACTION

SECURE YOUR 4 WEEK PACKAGE TODAY...

● **Blue Ribbon** ● **Red Ribbon** ● **Ferris Wheel**



Blue Ribbon Package

- **Starts 1 week before Show - 4 week commercial campaign.**
- **10 Recorded ads between 6am-9pm.**
- **4 Bonus ads per day between 9pm-6am.**
- **5 Live Reads Daily.**
- **Easter Show taglines of your business on all promos.**
- **Easter Show taglines of your business on all other Easter Show promotions.**
- **Live interview during the Easter show from our mobile studio at the Olympic Park.**
- **Display 2 Banners of your business at the 2ME Mobile Studio. (Client to provide banners).**
- **Business logo displayed on our TV Screens inside our Mobile Studio at the Easter Show.**

Red Ribbon Package

- **Starts 1 week before Show - 4 week commercial campaign.**
- **8 Recorded ads between 6am-9pm.**
- **4 Bonus ads per day between 9pm-6am.**
- **3 Live Reads Daily.**
- **Easter Show taglines of your business on all promos.**
- **Easter Show taglines of your business on all other Easter Show promotions.**
- **Live interview during the Easter show from our mobile studio at the Olympic Park.**
- **Business logo displayed on our TV Screens inside our Mobile Studio at the Easter Show.**

Ferris Wheel Package

- **Starts 1 week before Show - 4 week commercial campaign.**
- **6 Recorded ads between 6am-9pm.**
- **4 Bonus ads per day between 9pm-6am.**
- **2 Live Reads Daily.**
- **Live interview during the Easter show from our mobile studio at the Olympic Park.**
- **Business logo displayed on our TV Screens inside our Mobile Studio at the Easter Show.**

Signature Events

SYDNEY ROYAL EASTER SHOW

2ME are the first and only ethnic radio station to be asked by the Royal Agricultural Society (RAS) to partner and broadcast LIVE from the Easter Show.

This experience embraced multiculturalism and helped capture a broader audience, maximum exposure and enhance recognition (listeners will remember the experience and where they heard it).

The mobile broadcasting booth can be easily customised to feature company logos with our removable signage.

[CLICK HERE FOR 2ME EASTER SHOW O/B TRAILER](#)

2ME STATE OF THE ART OUTSIDE BROADCASTING STUDIO

External Features:

- 360 degrees glass for audience to view LIVE airing
- 9 clear windows with 50mm noise cavity
- 9 external 'On Air' LED lights
- 8 flush mounted flashing external LED 'On Air' lights extending around the 360 viewing area
- 2 external speakers and amplifiers
- Roof mount demount-able satellite dish and mounts
- 5 electrical roller shutter doors for security

Internal Features:

- 5 built in microphones, shock mounts, buffer pads and weights
- 5 headphones
- 5 chairs
- 4 internal 'On Air' LED lights
- 9 screens; may carry sponsor ads
- 2 built in mixers: Elan Harris mixers for live/pre/post production or news
- 2 JBL studio monitors internal, 2 JBL EON for external PA and AGC
- LG air conditioner

Campaign Options

PRE-RECORDED		
Breakfast	5.30am-9.00am	Mon-Sun
Morning	9.00am-12.00pm	Mon-Sun
Afternoon	12.00pm-3.00pm	Mon-Sun
Drive	3.00pm-6.00pm	Mon-Sun
Late Drive	6.00pm-9.00pm	Mon-Sun
Evening	9.00pm-12.00am	Mon-Sun
Mid Dawn	12.00am-5.30am	Mon-Sun
BMAD(LD)		Mon-Sun
ROS		Mon-Sun
LIVE		
Breakfast	5.30am-9.00am	Mon-Sun
Morning	9.00am-12.00pm	Mon-Sun
Afternoon	12.00pm-3.00pm	Mon-Sun
Drive	3.00pm-6.00pm	Mon-Sun
Late Drive	6.00pm-9.00pm	Mon-Sun
Evening	9.00pm-12.00am	Mon-Sun
Mid Dawn	12.00am-5.30am	Mon-Sun

DOWNLOAD OR COMPLETE THE ACCOUNT APPLICATION FORM HERE



5 Macquarie Street
Parramatta NSW 2150
Australia

Office Hours

9am – 5pm, Monday to Friday

Email

arabic@2me.com.au

Phone

(+61 2) 9635-1638

Fax

(+61 2) 9633-3311

 2meaustralia

2me.com.au