

PCASA Radio Advertisement Package

WHERE PERSIANS GATHER TOGETHER IN SOUTH AUSTRALIA

Persian Cultural Association of South Australia (PCASA) is the most famous and recognized Non-For-Profit association which belongs to people who speak Persian in South Australia. The association was established more than 30 years ago and incorporated under the Associations of Incorporation Act 1985 on 1st, June 2000. However, it has more than 180 direct members and more than 2000 people attend in community activities annually.



Nowadays the community have many planned programs for all Persians live in SA without any dependency to their religion, country and background.

The boarder of directors keep trying to update the community's communications in weekly radio, website, Facebook and other social Medias.

PCASA has four executive workgroups which has various and interesting activities and events.

- Persian poetry nights held with at least 150 poets and literary critics by **Art & Culture workgroup**. This workgroup is going to hold art gallery, film festivals and many more cultural events.
- Persian sport champions including backgammon, football, and table tennis, etc. as well as picnic held with at least 100 families to amuse children and entertain adults at the same time by **Sport & Recreation workgroup**. This workgroup is going to hold day tour, walking and jogging for both youth and elder community members.



- All traditional and national events including “Nowrouz”, “Sizda-Be-Dar”, Australia day, “Yalda”, etc. is planned and managed by **Events workgroup**.
- **Education workgroup** planned and managed various seminars to promote community knowledge. This workgroup programmes focus on both new arrivals and Persian permanent resident and citizens.

Advertisement Plan

Ferdowsi radio has been started to broadcast Persian related news, music, cultural programme, interviews, radio competition, etc. in radio Adelaide on 101.5 FM for over 10,000 south Australian Farsi speakers including Iranian, Afghan and others who listen to Persian Radio every week between 13:30 and 15:00 every Sunday.

Radio advertisement is one of common media advertisements in the world which attracts many consumers through it. Persian radio has planned 12 spots advertisements during 90 minutes programme and each spot is a 30 seconds. This is a perfect opportunity for any Persian businessman to advertise any kind of products or services for listeners.

Considering the above, we offer 3 type of plans with competitive and comparative prices that everyone could choose amongst them. Every plan has been tailored for small, medium and large scale businesses.

Description	Advertisement plans		
	12 months	6 months	3 months
<i>Number of spots</i>	104	52	26
<i>Value per spot</i>	33	33	33
<i>All value for spots</i>	3,432	1,716	858
<i>Production value</i>	220	220	220
<i>Total value</i>	3652	1936	1078
<i>Save</i>	1952	836	378
<i>Percentage of save</i>	53%	43%	35%
<i>Total cost</i>	1,700	1,100	700
<i>Second production cost</i>	150	180	200
<i>Third production cost</i>	100	150	180
<i>Forth production cost</i>	free	100	150
All prices are AUD			

The PCASA tries to prepare all kind of consultation and options to you, as a result you can pay radio advertisement cost according to the chosen plan; consequently one year packages might pay only 20% in advance and will pay remains monthly, also in 6 months contract you can pay



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the price in 4 instalments and if you need seasonally advertisement you might pay all cost in advance.

Our sponsorship office will be happy to collaborate with you in a friendly environment.

We look forward to have you on board. You could contact us in your earliest convenience through:

By mail: **P.O. Box 496, Marden, SA 5070**

By email: **Sponsorship.PCASA@gmail.com**

Call us or send text: **0452523736**

Visit our website page and leave a comment:

www.persiancasa.org.au

Visit our Facebook page and send us a message:

<https://www.facebook.com/persiancasa?fref=ts>