



CADA

in collaboration with

west

TRAVEL . FOOD . CULTURE

CADA is the pulse
Sydney's Greater West is our heartland

CADA

A youth entertainment brand for
the culturally-obsessed.

The voice of Australia's **mainstream youth culture**.

Popular music of mainstream youth.

Multiplatform entertainment.

Community passion, with **commercial** polish.

By the audience, **for** the audience.

AUDIENCE



PRIMARY

ALL PEOPLE 18-29

SECONDARY

ALL PEOPLE 30-54

CONTENT



SOCIALLY ENGAGED HIP HOP AND R&B
GOING BEYOND AUDIO. A MULTI-TOUCH MEDIA
PLATFORM. BRINGING YOU CLOSER TO THE
ARTISTS, THE MUSIC, THE FRONT OF THE LINE.
CLOSER TO **WHAT YOU LOVE**.

TALENT



AUTHENTIC & CREDIBLE
BRINGING YOU CLOSER TO CULTURE

MUSIC



**AUSTRALIA'S HOME
OF HIP HOP AND R&B**

CADA

161,000 Sydney People
tune into CADA 96.1 across the week

CADA is Australia's home of Hip Hop and R&B.

Going beyond audio. A multi-touch media platform, bringing you closer to the artists, the music, the front of the line. Closer to what you love.



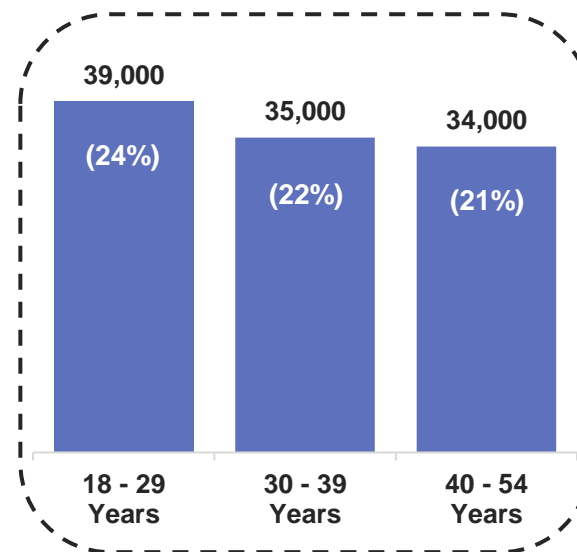
42%
Are female



58%
Are male



39,000
Are 18 – 29 Years



102,000 (63%)
Are married or in a defacto relationship



58,000 (36%)
Will apply for a home loan in the next 12 months



53,000 (33%)
Are currently studying



119,000 (74%)
Like to keep fit and active

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DEFINING AUDIO

CADA Listeners have purchase power, **119,000 (74%)** of them have a household income of \$100k+ per year.



Grocery Shoppers

111,000 (69%)

Of our listeners are grocery shoppers



Car Upgrade

56,000 (35%)

Are looking to purchase a car in the next 12 months



Travel

111,000 (69%)

Intend to holiday in the next 12 months



Online Purchase

125,000 (78%)

Of our listeners are doing online purchases



Renovations

149,000 (93%)

Intend to do some renovations in the next 12 months



Digital Engagement

Our listeners don't just listen to radio in the traditional way anymore. With many of our audience tuning in via our Catch Up Podcast or streaming, it's the perfect opportunity to include digital on your audio plan.

Social Engagement



165,264

Facebook Reach



28,705

Instagram followers

Digital Engagement



53,068

Page impressions



18,481

Unique audience

Estimated Reach By Channel



170,335

Flex & Froomes
Catch Up Podcast
Monthly Downloads



iHeart

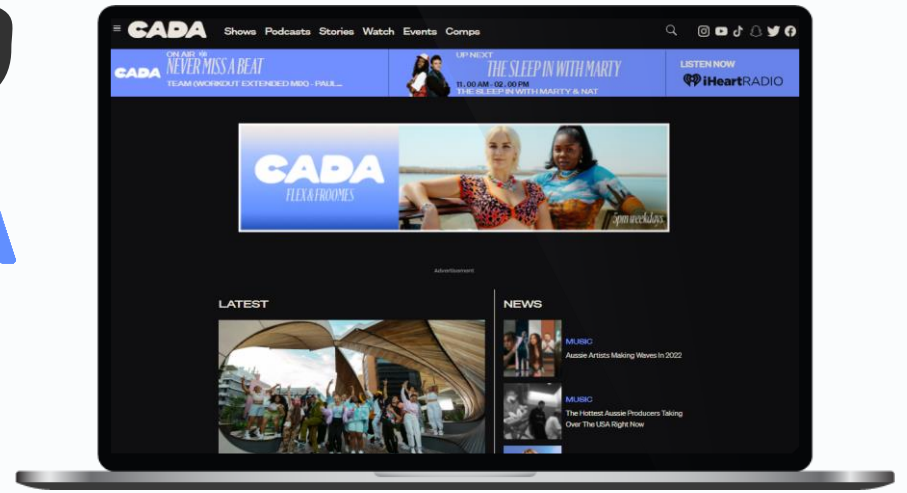
29,281

of them are
streaming the show
online or via the
iHeart App

CADA

161,000

listen traditionally
via Radio
(linear + DAB+)



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DEFINING AUDIO

CADA Talent Line Up

Kian & Yaz with Avneesha
6AM – 10AM



The CADA Wave
10AM – 11AM



The Hype-Up
11AM – 3PM



Flex & Froomes
3PM – 5PM



K-Sera & The Dirty Dozen
5PM – 7PM



Guest Residency
MON 7PM – 9PM



B Wise By Your Side
TUES 7PM – 9PM



Throw it Back with DJ Klasik
WED 7PM – 9PM



PENG with Soju Gang & Dijok
THURS 7PM – 9PM



Welcome to the Area
FRI 7PM – 9PM



CADA + west

CADA and **The WEST Journal** are coming together
to explore & experience their love of Western
Sydney and invite you to join them



1 Month Partnership Investment

ON AIR (Monthly)

30 x 45" BMAD Recorded Spots

Placed Mon - Sun

- Commercials are placed across 2 weeks of the month
- 30 sec recorded client commercial placed into West Journal Masthead
- 10 sec **The WEST Journal** Intro / 5 Sec **The WEST Journal** Outro

** Creative costs not included*

AD-BREAK REMAKE (2 per month)

2 x 120" Recorded Commercial

Placed fortnightly in Drive (Thursday 4.57 pm)

** Creative costs included*

Optional:

Social (1 per month)

1 X Boosted Instagram Post (Static)

+ 1 CADA Instagram Post (Main Story)

- *Subject to approval*
- *Additional investment \$800 (+GST)*

1 Mth Client Investment

from

\$3,686

GST not included

Total Media Value: \$7,538

CADA: Investment Breakdown

CADA 96.1	SPOT LENGTH	PLACEMENT	SPOT Value	Discount	SPOT Rate	TOTAL SPOTS	TOTAL INVESTMENT	TOTAL VALUE
Pre-Recorded Commercials	45	BMAD (MON-SUN)	\$185	50%	\$57	30	\$1,710	\$5,535
Ad-Break Re-Make	120	Thu (4:57 pm)	\$824	67%	\$538	2	\$1,076	\$1,648
Social Media Post (Static) - <i>Subject to approval</i>	BMAD (MON-SUN)		\$1,200	25%	\$800	1	\$900	\$1,200
Schedule Value		Schedule Total (Excl. GST)				32	\$3,686	\$7,183

* Creative costs included

* All costs are exclusive of GST

Instagram Post (Subject to approval)	PLACEMENT	SPOT Value	Discount	SPOT Rate	TOTAL SPOTS	TOTAL INVESTMENT	TOTAL VALUE
Boosted (Static) Post - Geo Targeted	TBA	\$800		\$800	1	\$800	\$800
CADA Instagram (Main Story) Post	TBA	\$938	100%				\$938
Schedule Value		Schedule Total (Excl. GST)				\$800	\$1,738

* Client to provide creative artwork

* All costs are exclusive of GST

Creative Costs	PLACEMENT	SPOT Value	Discount	SPOT Rate	TOTAL SPOTS	TOTAL INVESTMENT	TOTAL VALUE
1 x recording session up to 3 recorded 30" commercials				\$605		\$605	\$605
Schedule Value		Schedule Total (Excl. GST)				\$605	\$605

APPENDIX



Ad-Break Remake



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Working in an audio media company is kind of amazing in that we don't really produce much at all that you can see or touch. We literally make noise. Informative, entertaining, emotional, delightful, compelling – *sometimes even shocking* – noise.



AD BREAKS

We make noise... but what we sell is time. We give sections of our beautiful noise to advertisers in which they gain an opportunity to talk to the listeners we've amassed using our winning combination of music, talent and content.

The CADA logo is displayed in white, bold, sans-serif capital letters within a blue, irregularly shaped background that resembles a speech bubble or a stylized living room area.

The Ad-Break is Our Living Room

It's our shared space, over which we preside. We invite clients into our living room to talk directly to our guests (audiences).

But what else is possible in our living room? We're an entertainment medium – what else could we be doing to help clients like you to cut through the noise and engage our audiences in fun, new, surprising and memorable ways?

We use talent, content and – most importantly – MUSIC to fuel the engine of our programming, but in ad breaks the audio industry seems content to throw that expertise out the window (for a series of voiceovers reading street pole flyers).

What chunks of time in our commercial inventory could we make available exclusively for clients who want to make a splash, do something out of the ordinary and stand out from what listeners expect to hear on radio?

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DEFINING AUDIO



In partnership with **The WEST Journal** we are putting a spotlight on major community hubs in Sydney's Greater West with the AD-BREAK REMAKE.

Every fortnight, Thursday at 4:57pm on CADA 96.1, we will highlight 3 business within these community hubs across Sydney's Greater West. Highlighting lifestyle, culture, food, retail and much more.

The 120 sec 'Ad Break Remake' is co-owned by **The WEST Journal** and the advertised client. A small pool of selected CADA advertisers are invited to have one of their ads remixed as part of the execution. We'll be favouring smaller local businesses in the Western Sydney area – CADA's heartland.

The Ad Break Remake sounds LIVE when it goes to air, but it is a pre-packaged execution that is carted like a regular ad. All elements are pre-recorded with a DJ/performer or host.

The Ad Break Remake is designed to be an exclusive property and rarity is what makes it special. For an additional production fee we can record new versions of later/updated instalments, so that the client can evolve their branding/commercial message, and so that listeners hear something slightly different each time.

E.g. for **The WEST Journal** we can evolve the message and update the creative each month to focus on Sydney's Greater West. This also gives us an opportunity to deeper into the culture and talk highlight a range of different lifestyle, sporting, retail, restaurant and venue clients.

Ad-Break **Remake**



CONTENT
AIRTIME

INTRO

Positioning
/ Branding

Partner
Business
#1

SEGUE

Partner
Business
#2

SEGUE

Partner
Business
#3

OUTRO



CONTENT
AIRTIME

CADA AD BREAK REMAKE – WEST JOURNAL AUDIO EDITION – 2:00 MINS

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DEFINING AUDIO



CLIENT	WEST JOURNAL	ACC MGR & MKT	DANI GIBSON / SHAUN SCULLY
KEY	WEST0723COM01	WRITER	KADE ROBINSON
LENGTH	120 SECONDS	STATIONS	CADA

AD BREAK REMAKE – Audio Magazine (think Sydney Weekender on tv)

Mike Goldman's voice is the "Host" and sounds like he's outside doing a walk and talk presenting gig on TV, it's very loose and natural, outdoor ambience under, no music.

The inserts are by different female VO's, with relevant music under, kind of like a WH insert.

MV: Western Sydney is changing really fast and there's so many fantastic new restaurants, bars and experiences to discover... *But where do you start?*

What's up Sydney, this is The West Journal – If you wanna know the best places in Western Sydney for shopping, diverse culture, incredible food and experiences this month, The West Journal has got you covered.

First up, foodies with a taste for fiesta, you're in for a treat at El Patron in Gregory Hills.

SEGUE

El Patron – a taste of South America that's quite magic... Tacos, Tapas and Top-Shot Tequila.

Feast your eyes... and be seen! – at Western Sydney's newest hotspot, El Patron Restaurant, Bar and Hacienda Courtyard.

Lasso Road, Gregory Hills

SEGUE

While you're at El Patron don't forget to try their spicy margarita, it's "muy bueno and muy caliente!"

Now for some entertainment, The West Journal is heading to Sydney Coliseum at WestHQ.

SEGUE

Experience Casey Donovan, Caroline O'Connor and Sylvia Paladino – Australia's favourite leading ladies – together with John Foreman and the Aussie Pops Orchestra!

A dazzling concert full of showbiz stories and Broadway hits from Les Misérables, Wicked, Chicago and Funny Girl – *one night only* – Saturday August 5th at Sydney Coliseum Theatre.

Tickets from SydneyColiseum.com.au

SEGUE

And to Penrith now... have you heard of Duck Duck Goose? These guys put the BAR in dumpling Bar (and they've raised it!)

SEGUE

There's no denying it... should you know Sydney's coolest dumpling bar isn't in the city... it's right here in Penrith.

Duck Duck Goose. Mouthwatering nights and great nights, full of fat, juicy dumplings, bao buns, sick beats and bottle service (yep, it gets pretty lit up in here!)

Open 7 days... at Duck Duck Goose, High St, Penrith.

SEGUE

Discover more of Western Sydney's best travel, food and culture: get your copy of the latest edition of The West Journal – or visit us online and subscribe to our newsletter: The West Journal .com.au

CADA + west

If you would like to discuss this opportunity further, please contact:

Shaun Scully (Sales Director)

shaun.scully@arn.com.au