

25. BEST STATION SALES ACHIEVEMENT

JUDGING PERIOD – 1 JANUARY 2017 - 31 DECEMBER 2017

ENTRIES CLOSE 18 MAY 2018

Description of Category:

This category looks at the overall sales performance of a station's sales team and will be judged on the following criteria within the judging period (1 January 2017 - 31 December 2017). Please note all revenue figures supplied will be treated with confidence and provided to the CEO of Commercial Radio Australia and the auditor only.

Stations under three years old are ineligible to enter this category.

Metropolitan Entries:

Winners will be based on the average Deloitte's share of revenue for the year divided by the average GfK audience survey results for the year. This dollars/audience share ratio will be corrected to take account of the number of stations in the market so that stations in any metro market face an equal challenge. Entrants can either provide the ratio workings, or if it's against company policy, the company auditor must sign off on overall ratio.

Non-Metropolitan Entries:

Winners will be awarded based on the following criteria:

1. Percentage advertising revenue growth year on year in the judging period.
2. Percentage advertising revenue growth over 3 years.

Budgets achieved by frequency/value add programs and 'non-traditional revenue' are excluded from this category. (ie contras, websites, outside promotional activities, production dollars, sponsorship and any other non-spot revenue).

Provide other supporting information you feel is relevant to your entry. Keep the material concise and to a maximum of 2 pages.

Contact Details:

Entry Contact Name:

Position:

Contact Phone #:

E-mail:

Official ACMA Identity (for office use only):

Payment for Entry:

Please attach payment details for this entry and tick one division below:

- Metropolitan** (\$95 inc. GST): Stations in Sydney, Melbourne, Brisbane, Adelaide, Perth.
- Non-Metropolitan** (\$65 inc. GST): Stations outside the metropolitan area

Entries received without payment will not be accepted into the ACRAs.

Support Material Checklist:

- Special Entry Form – please complete all questions in spaces provided
- Supporting information – **2 PAGE LIMIT**

Entries to be received no later than 18 MAY 2018.

Send Entry To:

When your entry is complete please send your entry form, and supporting material to:

Australian Commercial Radio Awards
Level 5, 88 Foveaux Street
SURRY HILLS NSW 2010

Entry Form

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Entry Details:

Please tick correct division: Metropolitan Non-Metropolitan

Name of Sales Team (for cert./trophy):

Email Address of Sales Manager:

Facebook username:

Twitter handle:

Instagram handle:

Station Name/On Air I.D. (for cert./trophy):

City:

State:

Network/Company (for cert./trophy):

When completing the entry form, use the names of individuals or teams exactly as they would appear on a finalists certificate or winner's trophy – PRINT CLEARLY to ensure there are no mistakes – Commercial Radio Australia will not be responsible for incorrect spelling of names.

Special Entry Form:

Metropolitan Entries: Winners will be based on the average Deloitte's share of revenue for the year divided by the average GfK audience survey results for the year. This 'dollar/audience share' ratio will be corrected to take account of the number of stations in the market so that stations in any metro market face an equal challenge. Entrants can either provide the ratio workings, or if it's against company policy, the company auditor must sign off on overall ratio.

Please complete the following figures:

Deloitte's Share of Revenue:

GfK Research Ratings:

Provincial & Country Entries: Winners will be awarded based on the following criteria:

- Percentage advertising revenue growth year on year in the judging period
- Percentage advertising revenue growth over 3 years

Please complete the following figures:

2017: _____ %

2016: _____ %

2015: _____ %

For each period, please calculate the percentage increase or decrease with this formula:

$$\frac{\text{Increase/decrease from base year}}{\text{Revenue in base year}} \text{ as } \%$$

I support the above statements and endorse this entry.

Station Manager name:

Station Manager signature: