

26. BEST STATION SALES ACHIEVEMENT



JUDGING PERIOD: 1 JANUARY 2021 – 31 DECEMBER 2021
ENTRIES CLOSE FRIDAY 13 MAY 2022

All entries must be submitted online at <http://entry.acras.com.au>. THIS DOCUMENT IS A GUIDE ONLY.

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 2021 – 31 December 2021). 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 3 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.

Support Material Checklist

Special Entry Questions:

• **Metropolitan entries:**

- » Deloitte's Share of Revenue
- » GfK Research Ratings

• **Provincial and Country entries:**

For the years listed below, please calculate the percentage increase or decrease with the formula below:

- » 2020 (%)
- » 2019 (%)
- » 2018 (%)
- » 2017 (%)

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

Supporting information – **2 page limit.**

Entry Details

- Division:
 - » Non-metropolitan
 - » Metropolitan
- Name of Sales Team (for certificate/trophy)
- Email address of Sales Manager
- Facebook username
- Twitter handle
- Instagram handle
- Station name / On-air I.D. (for certificate/trophy)
- City and state
- Network / Company (for certificate/trophy).

When completing the online form, use the names of individuals or teams exactly as they would appear on a finalist 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.