



MOST CREATIVE STATION PROMOTION

CRITERIA ELIGIBILITY - JUDGING PERIOD: 1 APRIL 2023 - 31 MARCH 2024

ENTRIES CLOSE FRIDAY 31 MAY 2024

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

Station promotions are run by the radio station for the radio station. While these promotions are in the main conducted on-air only, they can include participation of other media in the form of advertising or cross-promotion and/or combine off station activities.

While station promotions can be sponsored by a client, they are primarily designed to achieve one or more of the following: encourage new listeners, increase time spent listening, create on-air excitement, relate to target audience and their aspirations, be used as a fun programming element, reward loyal listeners, generate publicity.

Judges will be looking for new ideas and creativity.

Requirements

Audio should be submitted in MP3 format

- Maximum 1 minute in duration
- Announce the title of entry, your name and station only at the start of the audio – do not announce name of category
- Be exactly as broadcast – no added background music or sound effects
- Promotion overview (1 page limit)

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. Please provide phonetic pronunciations of names if possible. Commercial Radio & Audio will not be responsible for incorrect spelling of names.