



THE BOOMTOWN HUB.

FREQUENTLY ASKED QUESTIONS

TV

1. What are the micro market splits?

The signals for these surveyed sub-markets can be split as follows, although the survey data cannot:

- Northern Rivers - split into Coffs Harbour, Lismore and Gold Coast
- Tamworth/Taree - split into Tamworth and Taree
- Orange/Dubbo/Wagga - split into Orange/Dubbo and Wagga
- Maryborough - split into Maroochydore and Wide bay
- Newcastle sub-market - split into Newcastle (city) and Central Coast
- Wollongong sub-market - split into Wollongong (city) and Far South Coast
- WA - GWN splits into North Split, South West (Bunbury) and Great Southern (Albany)

2. Is Geelong regional?

No, it falls under the metro signal for TV.

3. Which markets are surveyed by RTAM

Queensland, Northern NSW, Southern NSW, Victoria, WA and Tasmania, including the sub-markets within these markets.

4. Where can I find the universe estimates for regional TV?

You can find it via [this link](#).

5. Where can I find the TV survey schedule for 2021?

The TV survey schedule for 2021 is available via [this link](#).

RADIO

1. Does Regional radio have audience measurement data?

Canberra, Newcastle and Gold Coast are included in the GFK Metropolitan radio survey, while other regional markets are done via the Frequency online measurement tool. For more information on how you can get access contact your Regional radio representative. For details about measurement methodology, visit [this link](#).

2. What kind of inventory is available to buy across Regional radio?

Regional radio offers on-air, online and on-site assets across all radio stations, ranging from live reads, outside broadcasts, commercials and social.

3. If community involvement is a priority, how can radio help?



THE BOOMTOWN HUB.

FREQUENTLY ASKED QUESTIONS

Local radio stations are a perfect place to help embed a client into the community. There are various ways this can be done with local talent and the local station - live reads, audio sponsorships, event affiliation, and market sales promotions.

4. What capabilities do you have in terms of research?

There are various levels of research capabilities within our Boomtown radio partners, who have a range of tools that can inform and complement client conversations, uncoveries and pitches. These can include case studies, audience profiling, category insights, content research and media consumption data.

5. Where can I find the radio survey schedule for 2021?

The GFK metro radio survey schedule for 2021, which includes Canberra, Newcastle and Gold cast, is available via [this link](#). There is no schedule for regional radio, though we are expecting close to 20 surveys in 2021.

PRESS

1. Where can I find a full list of print publications available?

[ACM Ad centre](#) and [NewsCorp Australia website](#).

2. Where can I find readership and audience information on each print publication?

Please reach out to individual print stakeholders directly for audience, readership, and insights into customer behaviours.

3. Where can I find more information about different print solutions?

Both ACM & NewsCorp have a wide range of print solutions that allow for nationwide or hyperlocal coverage across multiple print publications. Please reach out to each stakeholder individually to acquire further information.

4. Where can I find out more information around bespoke native & branded content solutions?

Both ACM & NewsCorp have a dynamic & sophisticated native & branded content solutions library, which includes print solutions that enable brands to amplify their message across single, multiple or network-wide printed news publications. Please reach out to each stakeholder individually to acquire further information.

5. Where can I find the press survey schedule for 2021?

The press survey schedule for 2021 is available via [this link](#).

OOH

1. What OOH formats are available in Boomtown?



THE BOOMTOWN HUB.

FREQUENTLY ASKED QUESTIONS

oOh! can offer many formats, in fact we have every asset type that you can book in metro markets, aside from rail! This includes classic billboards, digital billboards, all retail formats, airport formats, office, study, cafe and even street furniture in Canberra!

2. How do I find out which OOH formats are in which parts of Boomtown?

Please use the briefing form to get in touch with an oOh! media representative who will be able to help you with this, and best answer your brand's needs.

3. How much does an OOH panel cost?

Every billboard is different! The price of the advertising space depends on the location, type of asset, time of year, occupancy and more. Please contact oOh! through the briefing form for more information on costs for your brief.

4. Where can I access data metrics and audience insights for OOH?

oOh!media have a market-leading data suite, with robust data points against thousands of sites. Please reach out to your oOh!media sales representative or make an enquiry through the briefing form to learn more.

5. Can I measure Reach and Frequency against regional OOH?

The Industry Measurement tool, MOVE, does not provide scores for R&F outside of metro markets. Through oOh!'s SmartReach offering, we can provide unrivalled audience measurability with data from Quantum, DSpark, and more. Please contact oOh! for more information.

6. Where can I find the oOh!media Lunar calendar for 2021?

Whilst digital OOH assets can be bought and scheduled more dynamically, classic billboards are booked in 4 week blocks called Lunars. The oOh!media lunar calendar for 2021 is available via [this link](#).

DIGITAL

1. Where can I find a full list of digital sites available?

[ACM Ad centre website](#), [NewsCorp Australia website](#) and [SCA website](#).

2. Where can I find audience information on each digital publication?

Please reach out to individual stakeholders directly for audience information including segment targeting (behavioural & geographic), persona profiling and also insights into customer behaviours.

3. Where can I find further information about a full range of digital solutions available?

Both ACM & NewsCorp have a wide range of digital solutions that allow for nationwide or hyperlocal coverage over multiple platforms. Please reach out to each



THE BOOMTOWN HUB.

FREQUENTLY ASKED QUESTIONS

stakeholder individually to acquire further information. SCA has a range of digital display and digital audio solutions across multiple platforms. For more information visit [this link](#) or contact them.

4. Where can I find more information around buying platforms?

Please make direct contact with individual stakeholders for multi-party programmatic data options, or via programmatic platforms individually.

5. Where can I find out more information around digital bespoke native & branded content solutions?

ACM, NewsCorp and SCA have a dynamic & sophisticated native & branded content solutions library, which include digital and digital audio solutions that enable brands to amplify their message across single, multiple or network-wide digital publications. Please reach out to individual stakeholders for further information.

6. Where can I find the digital survey schedule for 2021?

The digital newsmedia survey schedule for 2021 is available via [this link](#). Podcasting results are published via [this link](#). While the 2021 schedule is yet to be released, it's usually around the middle of every month. SCA also releases digital audio figures around the start of every month.

GENERAL

1. Why do some map coverage areas look a little different from broadcast maps?

Coverage maps in the Boomtown Hub may differ slightly to broadcast maps as they are postcode-defined areas.