



# National Rural News Victoria

## Monday to Friday

**The National Rural News** is the only commercial radio Victorian rural service. The service reviews the agricultural issues of the day, weather trends, legislation and environmental issues.

## Broadcast Benefits

- Program deals with issues of importance to rural Victorians
- News resources in all the major metropolitan markets
- Australia's largest commercial radio news network
- Commercial radio's largest Canberra bureau
- International correspondents
- Close examination of State and Federal agri-economics and politics
- Reports on major and minor commodities
- Two bulletins each weekday – breakfast and lunch
- Satellite systems already installed and operational, no extra costs
- Technical support

## Sales Benefits

- Relevant, unique program for a specific target
- Market exclusive

## Booking Application and Delivery Details

Availability	Monday to Friday Not available national Public Holidays, or over the Christmas/New Year break
Delivery	Satellite and Digital Courier
Program Promos	Delivered via Digital Courier
Price	Cash fee 7 x 30 sec ROS rate p/month
To Apply	bill.barrington@radio.nine.com.au; or vicki.christo@radio.nine.com.au

## National Rural News Victoria Schedule

### Monday to Friday

Time AEST	Duration	Outcue	Distribution
<b>Breakfast Edition</b>			
5:30 – sent previous afternoon	4:00 + 2 x 0:30		Digital Courier
General Rural News	4.00	Music stab	
Headline Promos	2 x 0:30	“More News Later”	

### Lunch Edition

11:10 16:00 Satellite

The feed comprises three segments each with a start (cmd 1) and end (cmd 2) pulse.

Segment 1 - General 5.30 Music stab

10 second silence

Segment 2 - Market Reports 5:30 Music stab

10 second silence

Segment 3 – Weather/interview 5:00 Music stab

Segment durations can vary.

The lunch edition is also briefly available on Digital Courier from 11:31 to 11:45.

**There is no National Rural News on National Public Holidays.**