

Radio Advertising Delivery

Placing A Radio Order

Despatching radio advertising has never been easier!

Just email your radio despatch form along with your WAV file/s through to au.radio@adstream.com and we will take care of the rest! Sit back, relax and a delivery report will be emailed through once your order is complete.

Adbanking Audio

New radio ads are automatically saved into your library at no charge. Search and retrieve your radio ads in your library.

Stations, Hubs, Sites

Radio stations sharing premises are referred to as SITES, while radio networks with a central broadcast centre are called HUBS. When you select one or more stations from the same hub or site, your ad is sent for the cost of a single delivery, however, your delivery report will still list each individual radio station on your despatch with all the details of your order.

Delivery

We endeavour to process all radio orders as soon as possible. If you require assistance with your radio order, please contact Client Services during the following hours:

Monday – Thursday: 8.30am - 7pm (AEST)

Friday: 8:30am - 5pm (AEST)

Quality Assurance

Each radio ad is checked by our experienced staff for broadcast quality and technical issues that may cause broadcaster queries or rejections, including accuracy of key number, duration and content matches.

Station Liaison

Our radio team is in ready contact with radio stations managing the delivery of orders. Ensuring that we are able to resolve any issues immediately so that your ads make their scheduled air time.

Deadlines

We recommend that your audio be delivered to the stations by 4pm the day before the ad is due to air. If the ad is scheduled in the breakfast or morning programs, ideally it should reach the station by 12pm the day prior. Ads scheduled for weekend and Monday morning should be at the stations by 4pm on Friday.

Audio Specifications

The following is the standard recommended and preferred audio format

File type: PCM WAV linear audio, 2 channel stereo; Sample Rate: 48 kHz, 16 bit; Audio peak level: -2dB (ppm)

Key Number Format

15 characters or less – alpha numeric. Stations prefer the use of Uppercase. Use of separators (_ / -) not desirable however, if needed, underscore is preferred.

Acceptable Length Of Your Ads

Files should run to the correct duration – e.g. 30sec radio ad runs to 30secs exact - Broadcasters require that the length of any ad fall within 1% of the booked length of the ad. Stations advise that at times they need to time scale ads by as much as 8% to bring them to a standard duration for networking, resulting in the potential for audible distortion. We recommend that your sound studio consider this when

Essential Audio

Essential audio is the last word said or the end of a musical jingle. Any reverb or music fade applied to the end of an ad is often treated the same as silence and is stretched out of the spot. All ads with fades or reverb decays at the end, need to be brought back to exactly 30 seconds and are stretched to make the pulse point at the end of the essential audio. The lengths need to be accurate, otherwise, when they are played during a networked show, it throws the timed sequences out, leaving silence and an awkward out/in timing issue.

Contact

For assistance or enquiries, please call our radio team on 02 9467 7577 or email au.radio@adstream.com