



# National Rural News

## Monday to Friday

**The National Rural News** is the only commercial radio national 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 Australia
- 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 Schedule

### Monday to Friday

EST or EDT	Duration	Outcue	Distribution
<b>Breakfast Edition - 2 feeds: Digital Courier and Satellite, both for local record and replay.</b>			
16:40	3.30	Music stab	Digital Courier
Headline Promos	2 x 0:30		Digital Courier
16:40	3.30	Music stab	Satellite - Aux Channel

### Lunch Edition

11:10	16:00		Satellite – Aux channel
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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

**Durations of the lunch segments can vary.**

### Notes

**There is no National Rural News on National Public Holidays, or Queen’s Birthday PH in NSW and Vic. The service is in recess at Christmas, exact times are listed on our website in early December.**