



## Easy Mix

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### 24/7 Music Format

Australia's largest consumer market is aged forty plus. They're not getting older; they're getting wealthier and Easy Mix is the most efficient method of reaching them and ensuring your station develops and maintains a substantial market share for national and local advertisers.

The Easy Mix format gives you a complete radio station, 24 hours a day, 7 days a week; all you have to do is insert the ads and local weather and tailor the brand to suit your market.

The Easy Mix format is tailored for the 35+ consumer. High quality, targeted music, presented in a relaxed, informal style.

### Broadcast Benefits

- Turn-key operation.
- Can be used as your "floater" when regular announcers are unavailable.
- Special features such as Saturday Party Time.
- Designed for complete localisation.
- Fully "pulsed" with local ID's, commercial breaks, weather and features.
- Includes National 24/7 news.

### Logistical Benefits

- Delivered via satellite.
- 24/7 technical support.

### Booking Application

- **Availability** 24/7 or any single hours as required
- **Price** \$6 per hour
- **Delivery** Satellite
- **Demonstration** Please call (02) 9930 9853
- **Apply via phone** (02) 9930 9802
- **Apply via email** [operations@fxrs.com.au](mailto:operations@fxrs.com.au)
- **Apply Online** [www.fxrs.com.au](http://www.fxrs.com.au)