



CKCU 93.1 FM

# ADVERTISING + SPONSORSHIP

## WHY RADIO?

Radio is popular: 68% of Canadians report listening to radio at least once a week, and 39% listen every day!\*

Radio is trusted: Surveys show higher listener confidence in radio programming than from any other media.

Radio is everywhere: Listeners tune in at home, at work, and – especially – in the car.

## WHY CKCU-FM?

CKCU offers 100% local programming, created by over 200 volunteers. Our FM signal reaches over a million people in Ottawa–Gatineau, and anyone in the world can stream our signal at **ckcufm.com**.

CKCU airs over 125 shows every week, including music, spoken-word and multicultural shows. Our listeners appreciate independent voices and like to shop responsibly – and locally.

## CKCU-FM AD RATES

30-second ad**	60-second ad**
\$20.00	\$40.00

Ad Production: Customized, in-house audio spot → \$45 per hour

Non-Profit Discount: Eligible non-profits receive a 30% discount.

\*\*minimum purchase of 10 spots. Every effort will be made to schedule ads during days and times preferred by advertiser.

## SPONSOR A CKCU SHOW!

	3-Month Sponsorship	6-Month Sponsorship	12-Month Sponsorship
30 min. show	\$190.00	\$360.00	\$690.00
1 hour show	\$360.00	\$690.00	\$990.00
2 hour show	\$690.00	\$990.00	\$1900.00

Sponsorship includes:

- Customized 30-second ad played once per sponsored half-hour
- One on-air mention from the show host per sponsored half-hour
- Sponsor name and logo displayed on the CKCU website



3- and 6-Month Sponsorships require a 50% deposit, with balance due at end of term. 12-Month Sponsorships will be invoiced in six equal bi-monthly installments.

All prices subject to 13% HST. All advertising content provided by client is subject to approval.

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