

PROGRAM SCHEDULE

TYPICAL SCHEDULE

6AM - NOON	NOON - 6PM	6PM - MIDNIGHT
 WEEKDAY		
 WEEKEND		

* Please note that this is a representation of an average daily schedule during advertising hours. For a detailed daily schedule please visit: www.cfr.ca/program-schedule

PROGRAM TYPES

OPEN MUSIC

Show Examples: Green Eggs & Ham, The Buzz, The Songwriters, & so much more!

SOUL, FUNK, AND R&B

Show Examples: Hot Buttered Soul, Nuthin' But A G Thang.

SPOKEN WORD

Show Examples: Laundry List, Comic Chat, Prairie to Pine, & so much more!

FOLK, COUNTRY AND BLUES

Show Examples: So Many Roads, Rollin & Tumblin.

CLASSICAL

Show Examples: Classical Connection, Classical Discoveries.

SPECIALTY

Show Examples: Rainbow Radio, Third Verse, Venom & Leather, Release the Bats, & so much more!

CANADIAN

Show Examples: RCMP.

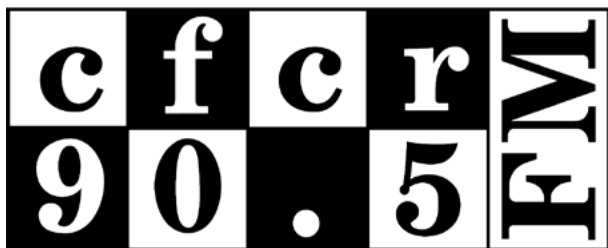
JAZZ

Show Examples: Swing Shift, There Goes That Song Again.

MULTICULTURAL

Show Examples: A Song On Air, Vietnamese program, Radio Luna, Sangeetmala, & so much more!





ADVERTISEMENT RATE CARD

ONE-HOUR SHOW SPONSORSHIP

Receive 3 ads during your sponsored program, with opening and closing credits, plus 15 additional weekly 30-second commercials.

6AM - NOON

3 Months

\$675.00 per month = \$8.65/spot | 234 30-second commercials

6 Months

\$595.00 per month = \$7.63/spot | 468 30-second commercials

12 Months

\$525.00 per month = \$6.73/spot | 936 30-second commercials

NOON - 6PM

3 Months

\$645.00 per month = \$8.27/spot | 234 30-second commercials

6 Months

\$555.00 per month = \$7.12/spot | 468 30-second commercials

12 Months

\$475.00 per month = \$6.09/spot | 936 30-second commercials

6PM - MIDNIGHT

3 Months

\$575.00 per month = \$7.37/spot | 234 30-second commercials

6 Months

\$505.00 per month = \$6.47/spot | 468 30-second commercials

12 Months

\$475.00 per month = \$6.05/spot | 936 30-second commercials

6AM - 6PM ON WEEKENDS

3 Months

\$575.00 per month = \$7.37/spot | 234 30-second commercials

6 Months

\$505.00 per month = \$6.47/spot | 468 30-second commercials

12 Months

\$475.00 per month = \$6.05/spot | 936 30-second commercials



COST PER 30 SECOND SPOT

6AM - NOON

\$24 per 30 second commercial

NOON - 6PM

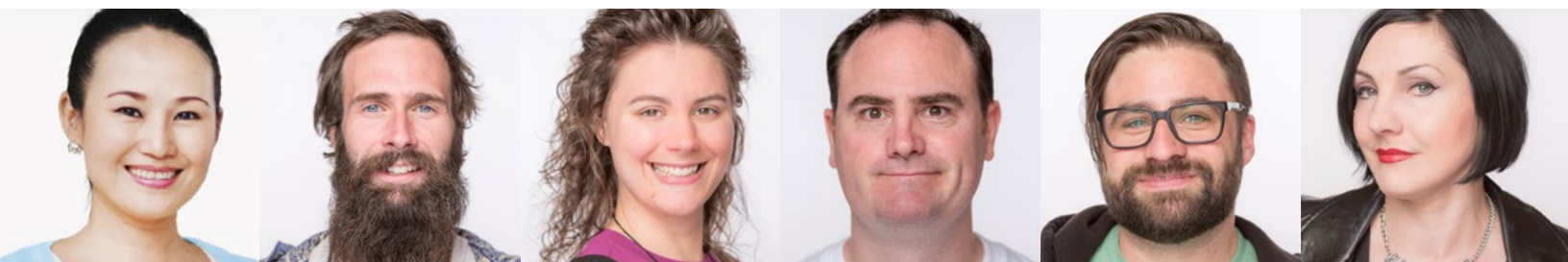
\$21 per 30 second commercial

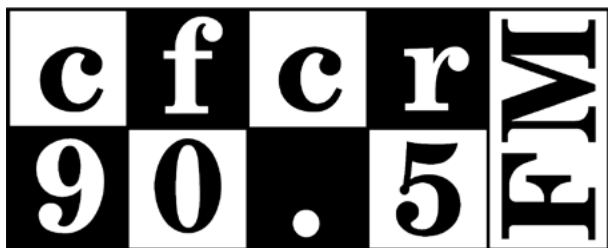
6PM - MIDNIGHT

\$18 per 30 second commercial

6AM - 6PM ON WEEKENDS

\$20 per 30 second commercial





OUR LISTENER DEMOGRAPHICS

WHO IS HEARING YOUR AD?



87% Have some college education

65% have an Associates Degree or better!

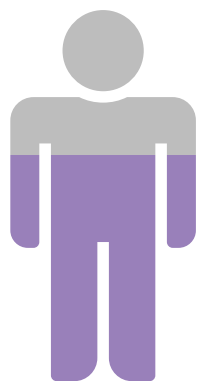
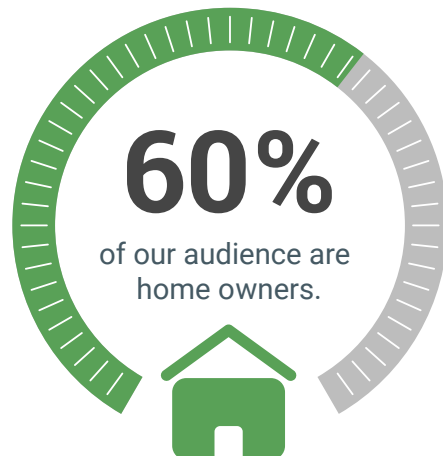


27% listen 3 - 6 hours per week!

10% listen for more than 12 hours a week!



OVER 60% work full time



60%

Millennials

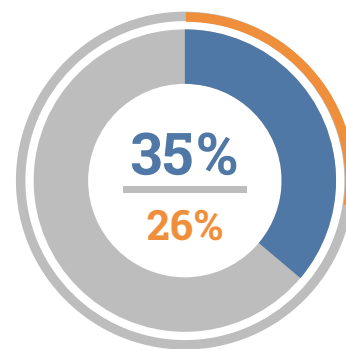
Our audience is 60% Millennials.
Millennials are the single largest buying group.



68% LISTEN

Between 6am - Noon.

AVERAGE INCOME



\$75K - \$150 K

is the household income of 35% of our listeners.

\$50K - \$75K

is the household income of 26% of our listeners.



*Based on the results of CFR's 2018 listenership survey.

