



RATE CARD NON-PROFIT

As Powell River's community radio station, part of CJMP's mandate is to enhance community dialogue and involvement, so we offer several affordable ways for non-profit community organizations to get their message out.

SPONSORSHIP OPTIONS

Station Sponsorship

Sponsor CJMP and receive pre-recorded on-air mentions throughout the broadcast schedule

- Minimum 4 on-air mentions at random times throughout the broadcast schedule

SUSTAINING \$15/mo

6 months \$75

1 year \$125

Program Sponsorship

Sponsor a specific CJMP program and receive mention during specific times

- limit of 2 program sponsors per program hour
- no other paid advertisements during a sponsored show
- program sponsor advertised whenever and wherever the sponsored program is advertised

6 months \$150

1 year \$275

PUBLIC SERVICE ANNOUNCEMENTS

CJMP is pleased to offer one **FREE** 30-second professionally produced general message PSA for your non-profit organization. PSAs will air a minimum of 4x per week at random times in the broadcast schedule between 6am and midnight. Changes or additional PSA's - \$50

Special Event PSA's: Non-profits with an existing PSA can advertise up to 4 special events per year for just \$30 each! The Special Event PSA replaces an existing PSA in the rotation. Perfect for this year's big fundraiser ...

FREE COMMUNITY ANNOUNCEMENTS

CJMP is pleased to read your organization's community event announcement live on-air absolutely free of charge. Community announcements are read at the discretion of the DJs

To take advantage of any of these options or for more details, please contact CJMP's Director of On-Air Promotions via email promo@cjmp.ca or call 604.485.0088.

Rate sheet as ratified by PRCRS Board on 04-JUN-2011.
All information subject to change.



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ADVERTISING OPTIONS

Sure, CJMP's Sponsorship and Announcement options are terrific and affordable, but what if you really need to have your message delivered at specific times? If that's the case, check out our non-profit rates for professionally produced advertising at targeted times. There is a flat production fee of \$50 per 30-second spot. All rates are per spot per airing.

	REGULAR PER SPOT	3-MONTH CONTRACT	6-MONTH CONTRACT	12-MONTH CONTRACT
DAYTIME, random times	\$4.50	\$2.14	\$1.48	\$1.29
DAYTIME, specific times	\$6.30	\$3.00	\$2.07	\$1.81
NIGHT TIME, random times	\$2.25	\$1.07	\$0.75	\$0.65

GREAT! BUT WHAT DOES IT ALL MEAN??

DAYTIME: 8am – 6pm

NIGHT TIME: 6pm – 8am

Contract rates are for a minimum of 4 spots per week per contract duration. In other words, minimum total cost for a Night Time ad with a 3-month contract is \$101.36 (4 x 12 weeks x \$1.07 + production fee). The same number of ads without a contract is \$158. Contact CJMP's Director of On-Air Promotions for more details promo@cjmp.ca or call 604.485.0088

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