



RATE CARD BUSINESS

CJMP is Powell River's listener-supported community radio, and we are pleased to offer attractive advertising options for local businesses.

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 \$30/mo

6 months \$150

1 year \$275

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 \$250

1 year \$400

FREE COMMUNITY ANNOUNCEMENTS

Powell River businesses are truly terrific and support the community in so many ways, not the least of which is active participation in and support of hundreds of events that happen in our community throughout the year. CJMP is pleased to read community event announcements 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.



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ADVERTISING OPTIONS

Sure, CJMP's Sponsorship 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 great 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	\$5.40	\$2.57	\$1.78	\$1.55
DAYTIME, specific times	\$7.56	\$3.60	\$2.48	\$2.17
NIGHT TIME, random times	\$2.70	\$1.28	\$0.90	\$0.78

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 \$111.63 (4 x 12 weeks x \$1.28 + \$50 production fee). The same number of ads without a contract is \$179.60.

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