

CFRC 101.9 FM ADVERTISING RATE CARD

30 AND 60 SEC AD PACKAGES AT \$10 AND \$15 PER AD + HST

PACKAGE	ADS	30 SEC	60 SEC
1 WEEK / 3 X DAY	21	\$210	\$315
2 WEEKS / 2 X DAY	28	\$280	\$420
3 WEEKS / 12 X WEEK	36	\$360	\$540
6 WEEKS / 1 X DAY	42	\$420	\$630

additional **PROGRAM SPONSORSHIP** package available for any weekly program, 60 seconds x 8 weeks - **Flat Rate \$150**



SERVING CAMPUS AND THE COMMUNITY SINCE 1922.

/ CFRC 101.9 FM / CFRC.CA /

Contact: Business Manager

613.533.2121

CFRC 101.9 FM

TARGETTED PACKAGE



30 SEC ADS OVER 4 WEEKS = \$11.25 PER AD + HST

INDIE	40 Ads / \$450
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Indie Wake Up Call, Exploding Plastic Inevitable, Primordial Soup, The Yokal, Dad Rock, London Calling

LOCAL NEWS AND CULTURE	28 Ads / \$315
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Alternative Frequency, Art Freak, Finding a Voice, Critical Thinking, The Massive

FOLK	20 Ads / \$225
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Folkin' Eh, Small Town Big Dreams, Salt Water Music, Grasstown, The Yokal

DANCE/HIP HOP	20 Ads / \$225
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Groove Cruise, The Hustle, Fidget, Northern Touch, Captain Funkbags' Funktastic Funksplosion

ECO PACK	16 Ads / \$180
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Deconstructing Dinner, EcoShock, Planetary Radio, Green Planet Monitor

QUEER/FEMINIST	16 Ads / \$180
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This Way Out, W.I.N.G.S, Women's word, Gender Bender

JAZZ/BLUES	16 Ads / \$180
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Unit Structures, Limestone Blues, Swing Swang Swung, The Blues Project

ROCK/LOUD	16 Ads / \$180
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Pure Rock Fury, Keep It Real Radio, The Weave, Tapping the Ether

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CFRC 101.9 FM 2010 Summer Schedule

Call 613-533-CFRC (2372) to make a request!

■ Spoken Word/News/Sports ■ Music and Spoken Word □ Music

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
7:00	Rebroadcast	Democracy Now! Rebroadcast from previous day					Rebroadcast
8:00	Indie Wake Up Call Morning show with a different spin on indie each day of the week					Just A Memory Eclectic	Brother Brian's Bluegrass Gospel
9:00	Folkin' Eh Canadian Folk	Unit Structures Jazz	Silver Threads Sounds from the 50's & 60's	Really Great Music	Breakfast Soundtrack	Artists and Music of the 20th Century Historically popular music	
10:00							Conductor's Corner Classical
11:00							
11:30	This Way Out Queer News	Critical Thinking Municipal Issues	W.I.N.G.S. Women's News	Planetary Radio Astronomy	Women's Word Women's issues		
12:00	Democracy Now! Award-winning independent news					Strictly 70's and 80's	This is the Opera Opera
1:00	Primordial Soup Indie	Positive Vibration Reggae	Tea-time Tunez	Kingston Staged Live music	Sound Ideas Classical	Swing Swang Swing	TBA
2:00							Exploding Plastic Inevitable Indie pop
2:30							
3:00							
4:00	The Wild Card Spoken Word	Deconstructing Dinner Food Issues	Absolutely Frivolous Comedy	Game Theory Video Gaming	Finding A Voice Poetic Concerns	Kingston to Kingston Reggae	Grasstowne Bluegrass
4:30				Green Planet Monitor Environmental News			
5:00	Alternative Frequency Local News	Alternative Frequency Local News	Radio 613 Jewish Issues	Alternative Frequency Local News	The Lumberyard Variety Show		
5:30	Discourse on the Muslim Species	EcoShock		Art Freak Local Arts Spotlight			
6:00	CCF Branché French	Aboriginal Voices	Music	Small Towns Big Dreams Country/folk	Salt Water Music East coast music	The Blues Project Blues	Atlantis Portuguese
7:00	The Massive Anti-Colonial		Decomposing Live Improvisation				
8:00	Pure Rock Fury Metal	Retrospect 80s alternative	Northern Touch Hip Hop	Dad Rock Indie	Gender Bender Queer views and news	Tapping The Ether Metal	The Weave Rock
9:00			This is Not the Ice Age Electronica				
10:00	Groove Cruise Dance	Post More Bills Hip Hop	The Hustle Dance	Semitic Soul Borderclash Music	Dark Carnival Goth and Industrial	Free Radio Rock, Psychedelia	London Calling UK music
11:00		Stark Raven Radio Prisoner Radio	Fidget Dance	Capt. Funkbags' Funktastic Funkspllosion		Radio	It's After the End of the World New music
12:00	Sounds of the Latest Latecomers Eclectic Philosophy	Keep It Real Radio Punk	Suspended Particulate Experimental	Below the Decks Eclectamentronic	Over the Edge Radio collage	Rebroadcast	Rebroadcast
1:00	Rebroadcast	Rebroadcast	Rebroadcast	Rebroadcast	Rebroadcast		
2:00							

ADVERTISE WITH CFRC RADIO 101.9FM

Why?

There are **270,000** listeners within CFRC's range.

CFRC's broadcasting range reaches from **Brockville to Belleville** and Smith Falls to Watertown (NY).

80% of Queen's students are aware of the radio station. (2001 survey)

39% listen to the radio station. (2001 survey)

Queen's students spend more than **\$200 million** off-campus annually (2003 survey)

4,000 Queen's staff spends over **\$180 million** off-campus annually (2003 survey)

CFRC has one of the **lowest** Ad Rates in town!

Both the student and the **general Kingston community** listen to CFRC.

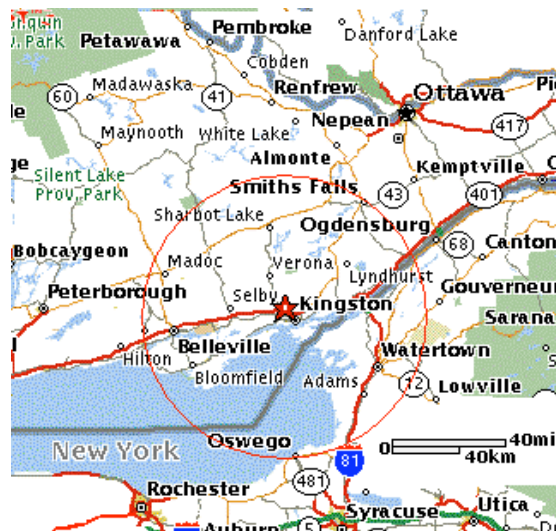
What?

CFRC has been around since **1922**.

Many broadcasters who began their careers on CFRC are now on major Canadian television and radio networks. Chris Cuthbert, Rod Smith, Matthew Bisson... and Shelagh Rogers just to name a few!

CFRC advertises with **local, independent** businesses.

CFRC will produce your Ad **in-house** at no extra charge, and send it to you for approval.



contact Business Manager: 613.533.2121