



Local Content for Local Customers

CKCU FM: Your Connection to the Ottawa Community!

There's a lot of choice for consumers these days! But only Community Radio stations like *CKCU* are offering **100% local programming**. Our 125 shows every week present and discuss music, news, entertainment and culture from the perspective of people living right here in Ottawa.

Our hosts are your neighbours, colleagues, family and friends.

As volunteers, each of our hosts is passionate about radio and the connection they have to Ottawa communities. This passion for community and desire to provide **hyper-local content** is why so many educated, affluent Ottawa-area residents are committed to *CKCU FM*. In fact, **our dedicated listener base donated over \$145,000 to the station** in 2018!

It's also why your business should choose *CKCU* for your advertising needs. With our wide range of shows, **you can reach very specific audiences that seek out and value connections to their community**. Remember: folks passionate about community are also passionate about supporting local businesses!



So Why Radio?

Radio is trusted!

For over 40 years, *CKCU* has been a trusted source of news, arts, music, culture, opinion, and everything in between!

Radio can be taken everywhere!

Folks listen at work, during commutes, at home, or while using the internet. It's media that comes to you!

Radio is whenever you want it!

People can get the experience of listening live, or after a program airs via our on-demand archives! Your ad will continue to be heard by listeners for the next 3 years whenever those shows are streamed!

Radio is local!

Every bit of content on *CKCU* is created and curated right here in Ottawa. And that includes all the advertising as well!

We advertise on CKCU FM because it's a very effective way to connect with new customers and keep in touch with long-term customers.

- Bob Guy, ByTowne Cinema

Let's work Together!
sponsors@ckcufm.com



CKCU 93.1FM
Carleton University
Room 517 - University Centre
1125 Colonel By Drive
Ottawa, ON K1S 5B6

CKCU Ad Rates

(prices do not include tax)

# Of Weeks	# Spots	Cost/Ad	Total
30 second ad			
1	35	\$15	\$525
2	70	\$10	\$700
4	140	\$8	\$1,120
6	220	\$7	\$1,540
60 second ad			
1	35	\$17.50	\$612.50
2	70	\$15	\$1,050
4	140	\$12	\$1,680
6	220	\$10	\$2,200

CKCU Sponsorship Rates

(prices do not include tax)

	1 hour program	Multi-hour program
3 Months	\$700	\$800
6 Months	\$1,000	\$1,500
12 Months	\$1,800	\$2,400

*CKCU advertising is an excellent investment.
It lets us really connect with a key audience.*

- Susan Person, National Arts Centre

Let us Help you Connect!

CKCU is the perfect solution for anyone looking to connect with the National Capital Region! From arts to sports, politics to community connections, we've got content for everyone!

Our team will work directly with you to build creative, engaging ad campaigns that will spring your customers into action.

Contact us to discuss!

Who Listens to CKCU?

CKCU can connect you to your own hyper-local audience! From the arts to sports, from politics to community events, CKCU has programs for everyone! We also offer multicultural programs in more than a dozen languages!

Our typical listener is:

- Aged 25-55
- University-educated & working full-time
- Also a CBC Radio listener
- A customer of our sponsors
- Passionate about local content and organizations



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