



96.5 Crawford Bay 93.5 Nelson 107.5 New Denver

LOCAL RATE CARD

IN EFFECT 2010

ADVERTISING RATES – Get your message out into the community

	14 – 35 SPOTS	36 – 180 SPOTS	181 – 360+ SPOTS
	Approximately 1 - 2 x day	Approximately 2-3 x day	Approximately 3-5 x day
5 Second Mention	\$5.00 per spot	\$4.00 per spot	\$3.00 per spot
15 Second Message	\$8.00 per spot	\$7.00 per spot	\$5.00 per spot
30 Second Message	\$10.00 per spot	\$8.00 per spot	\$6.00 per spot

This is a promotional radio spot that is typically recorded over a bed of music, informing listeners of a business, event, announcement or performance. It is played at the top of the hour and repeated no more than 5 times per day.

- Each campaign includes 2 produced spots, each additional spot is \$20 extra
- We require 48 hour turnaround time. Rush requests are subject to an additional \$25 fee
 - Guaranteed Placement Fee - \$25 per month
 - All prices subject to 5% GST

PROGRAM SPONSORSHIP - Support your favourite radio program

4 BUSINESS OR PERSONAL 10 SECOND MENTIONS PER HOUR 16 WEEKS TOTAL (4 MONTHS)	YEAR LONG SPONSORSHIP
1 Hour Program	\$400.00
	\$1,140.00

We welcome co-sponsored events but it is recommended that arrangements be made at least one month before the event. Rates to be discussed

Co-Operative & Not-For-Profit Organizations receive an additional 20% discount.

For more information please contact
Deb Burnett
Sponsorship Coordinator
 352-9600 or deb@cjly.net

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