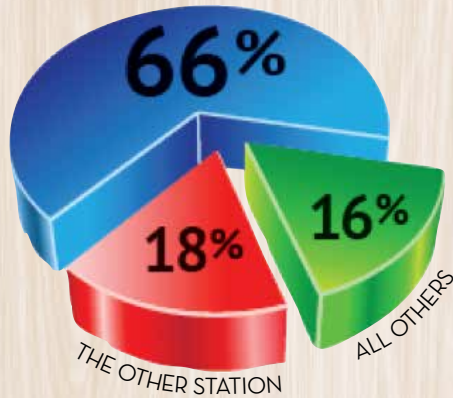


Voted the #1 Source for Local Community Information!

Whether on the move or in their homes, 100.9 Canoe FM listeners are passionate and engaged. Catering to the critical 35+ demographic, over 40% of listeners can be reached in any time slot from 6 am to 6 pm.



When asked who their favorite radio station is, a resounding 66% prefer 100.9 Canoe FM*

Put the power of radio to work for you, with the Highlands preferred radio station.



www.canoefm.com

*based on 2018 survey. Results provided by an independent consultant and reflect county demographics.

Our Customers Are Saying...

"I have used Canoe FM for the bulk of my media advertising since I purchased the Minden Canadian Tire over 3 years ago. Each time we have collaborated on a specific event, the traffic has markedly increased at the store and the sales success has been tremendous. I am happy to support a local community radio station, like Canoe, as they have proven to help grow my business."

- Terry Gregorini, Canadian Tire Minden

"As we approach our 100th Anniversary at Curry Chevrolet, we know staying in business as long as we have is a result of our community, and Canoe FM being our community radio station is at the heart of this. There is no question partnering with them for our advertising will always be a good decision."

- Bob Bullock, Curry Chevrolet

"We have been an advertiser on Canoe FM since inception. This station is a fine example of what a community is and we are proud to have participated in their success!"

- Kim Emmerson, Emmerson Lumber

"Canoe FM radio has been a tremendous help in building my business. I started to advertise with Canoe FM when I first opened Northern Expressions and have used it ever since because I get results. Many of my customers have come in because of the advertising I do with Canoe and not just from the Haliburton area, they come from far and wide to visit my store. Canoe FM has certainly helped promote Northern Expressions, keep up the great work."

- Karen Burnett, Northern Expressions

RATE CARD

Effective January 2019



CKHA Haliburton ON

*The Voice of the
Haliburton Highlands*



**Customized packages available
to suit your individual needs.**

CONTACT

sales@canoefm.com • 705-457-1009



**HALIBURTON
COUNTY'S
Preferred Station**

PROGRAM SPONSORSHIPS

With over 25 unique programs attracting specific audiences; program sponsorship is the ideal way to promote your products and services.

PROMOTIONAL PACKAGES

There's so many ways to reach your target group, including these customizable promotion packages.

STANDARD RATES*	30 SEC
Your Haliburton Morning (7am-9am)	\$20
Mid-Morning (9am-12pm)	\$18
In the Afternoon (12pm-3pm)	\$18
The Drive Show (3pm-6pm)	\$20
Evening Hours (6pm-12am)	\$12
Overnight (12am-7am)	\$8

*Rates subject to change without notice.

NOTE: Pricing includes approved copy & ad production.
60 sec spots available upon request.

ONLINE AT

www.canoe.fm

Reach thousands each month with a web banner ad.
67% of listeners visit our website.

- Exclusive, limited to 25 businesses
- Rotating banner ad on every page
- Banner directs clients to your website
- Track click thru and measure results

WEB BANNER AD - \$95/MONTH
- 2 months **FREE** with one year contract -

PROGRAM SPONSORSHIP	RATE
Regular Program Sponsor 10 sec. intro & extro PLUS 30 sec spot during sponsored hour & 4 x 15 sec pre-show sponsor mentions	\$50/HR
News & Sports 5 sec intro plus 30 sec brand sell 5 spots weekly (Mon - Fri) x 4 wk min	\$30
Weather 5 sec intro plus 30 sec brand sell 6 spots weekly (Mon - Sat) x 4 wk min	\$25
Highland Happenings Local Community Events 5 sec intro plus 30 sec brand sell 5 spots weekly: Thurs & Fri @ 12:15pm & 5:15pm Sat @ 8:20am	\$75/WK
Artsweek Calendar Including Live Shows Date - Location - Performer 4 spots weekly: Mon - Wed @ 12:15pm & Sun @ 7:05pm	\$60/WK

NOTE: 60 second spots available upon request.

PROMOTIONAL PACKAGES	RATE
First Time Advertiser - Intro Pkg. 100 spots over 8 weeks. Save \$600! Bonus Value of 33% • Multiple packages available with initial order. • Plan your year's advertising & save.	\$1,200 +HST
First Time Advertiser - Trial Pkg. 50 spots over 4 weeks. Save \$300! Bonus Value of 33% • Option to upgrade to Intro Pkg. within 1 year of the initial buy.	\$600 +HST
CANOE FM Remote Pkg. 20 x 30 sec promos leading up to event. 3 x 60 sec cut-ins per hour while on site. • Live on your site for 3 hours. • Book early to secure your date.	\$660 +HST
Event Sponsorship Packages Connect with listeners by sponsoring a local event.	Upon Request
Seasonal Packages Ask us about our special seasonal and holiday packages.	Upon Request