

YOUR RADIO CAMPAIGN FOR \$3^{.00}/COMMERCIAL



**OVER 90 LOCAL BUSINESSES ADVERTISE ON
AMHERST ISLAND RADIO - YOU SHOULD TOO!**

Four different packages to fit every budget (plus you can mix & match!)

1

Daily Advertising

Your pre-recorded commercial airs daily (6am-midnight) for an entire year for only \$3/day for 1 play/day. Larger packages are available if you want to increase your reach. With your commercials running daily on 101.3 FM, streaming in simulcast on the Internet and also running on RadioFreeStella.com, then you keep your business name in the ears of people all year-long.

Annual rates as low as \$1,095/year

2

Text Message Banner

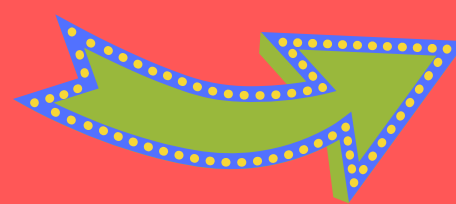
Radio listeners interact with broadcasters directly in studio via text messages. Showcase your brand on each text message sent from the radio station.

Only \$500/year

3

Exclusive Sponsorship

Exclusive Sponsorship to a specific program on the weekly schedule. Your business will be the only “live read” commercial to air in the specified times. Commercial scripts can be modified as frequently as you wish to emphasize short-term promotions.



- Wildlife Ontario (Fridays 1-3pm): \$312/year
- Random Notes (Tuesdays 7-10pm): \$312/year
- Pur comme du sirop d'érable (Tuesday 10am): \$312/year
- New Music This Week (4x/week, various times): \$624/year
- North Shore News - Local (10x/week, various times): \$1,560/year

About Amherst Island Radio 101.3 FM

- Established in 2006 (going strong for 19 years!). Running 24/7/365, broadcasting on 101.3 FM and streaming on the Internet.
- Ten local newscasts per week! A strong local-focussed philosophy with dozens of hours of local music and local guests each week
- Volunteer-run, non-profit independent radio station, federally licensed with SOCAN, Re:Sound and CMRRA
- Voted Favourite Radio Station in the Kingston region for 6 years in a row via Kingston Community (2019 to present)
- Two Locations: World Headquarters on Amherst Island and the high-tech Media Hub in Bath
- Over 20,000+ listeners per month. 90% of our listeners come from these top 14 locations: Kingston (35%), Amherstview (10%), Napanee (10%), Bath (6%), Stella (4%), Belleville (4%), Yarker (3%), Odessa/Wilton (3%), Ottawa (3%), Brockville (3%), Picton (3%), Tamworth (2%), Deseronto (2%) and Newburgh (2%). The other 10% come from far and wide including locations like Gananoque, Millhaven, Toronto, Sydenham, Verona, Perth Road Village, Inverary, and the USA.
- Popular listener age segments: Under 30 (12%), 31-40 (21%), 41-50 (22%), 51-60 (25%), Over 60 (20%)
- Our listeners love social media! 95% use Facebook, 59% use Instagram, 37% use Twitter and 30% use TikTok.
- Our listeners love diverse music! Music that they love on our station includes Rock & Roll (69%), Country (51%), Pop (46%), Indie Rock (43%), Hard Rock (33%), Singer/Songwriter (29%), Hip-Hop (29%), Dance (25%), Blues (22%), Songs from Musicals (17%), World Music (15%), Bluegrass (15%), Celtic (15%), Jazz (13%), Electronic (13%), Big Band (11%) and Classical (11%).
- 18,500+ Twitter/X followers, 6,300+ Instagram followers, 9,200+ Facebook followers, and 3,000+ TikTok followers
- Over 150+ musical acts perform live on-air for radio listeners in our Performance Studio each year

Working together to reach your clients the non-profit independent way!

Want more details? Contact Eric Tremblay, President, at 613-530-6238 or sponsorships@cjai.ca

WAIT! THERE'S MORE!



**YOU WANT YOUR CUSTOMERS TO SHOP LOCAL, EAT LOCAL,
DRINK LOCAL... AND NOW THEY CAN LISTEN LOCAL!**

Amherst Island Radio also runs Radio Free Stella!
All local music, all the time! No DJ talk - just great local music!
A 100% free internet streaming radio station with only local
music designed to be played in business establishments.

Try it today by visiting RadioFreeStella.com

**3 TO 12 COMMERCIALS/DAY
STARTING AT \$360/YEAR
33 CENTS EACH!**

Radio Advertising Agreement

<div>Business Name, Address, Tel Number</div> <div></div>	<div>Date</div> <div></div> <div>Business Email</div> <div></div> <div>Signature</div> <div></div>
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Mix and Match Your Advertising Packages!

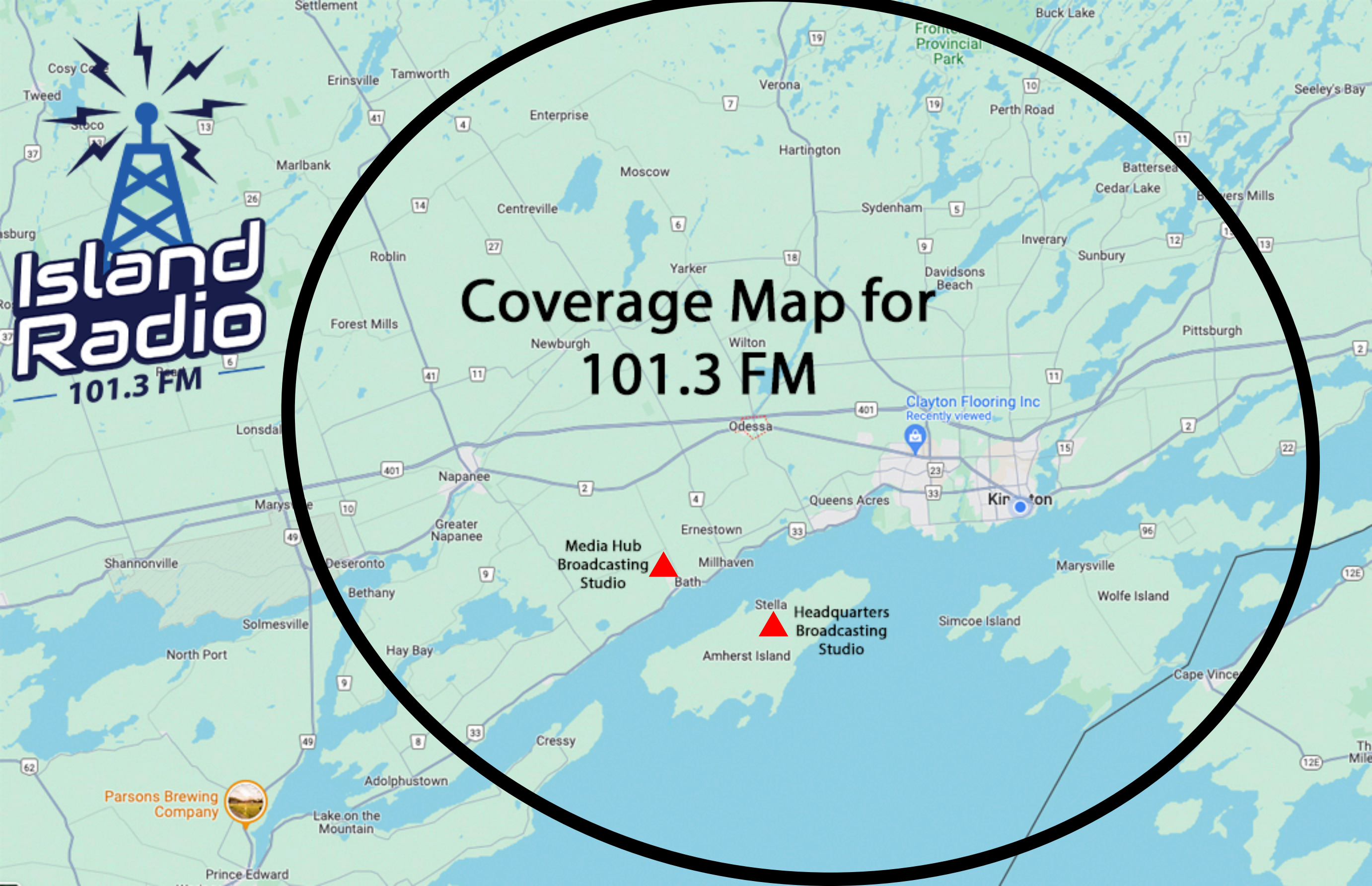


Pro Marketer (4x/day, 20% discount)	\$3,500*/year	<input type="radio"/>
Brand Builder (3x/day, 15% discount)	\$2,790/year	<input type="radio"/>
Basic Plus (2x/day, 10% discount)	\$1,970/year	<input type="radio"/>
Basic (1x/day)	\$1,095/year	<input type="radio"/>
Exclusive Sponsorship	\$____/year	<input type="radio"/>
Pro Marketer (12x/day, 20% discount)	\$1,296/year	<input type="radio"/>
Brand Builder (9x/day, 15% discount)	\$927/year	<input type="radio"/>
Basic Plus (6x/day, 10% discount)	\$648/year	<input type="radio"/>
Basic (3x/day)	\$360/year	<input type="radio"/>
Text Message Banner Tag (In-studio direct line)	\$500/year	<input type="radio"/>

*There are NO additional production fees in any package
HST applies to all packages. HST # 8261722692 RT0001

Advertising Message Notes





Coverage Map for 101.3 FM

Media Hub
Broadcasting
Studio

Stella
Headquarters
Broadcasting
Studio

Clayton Flooring Inc
Recently viewed

Parsons Brewing
Company