

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



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

Packages to fit every budget (plus you can mix & match!)

1

Daily Advertising

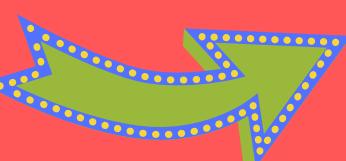
Your commercial airs daily (6am-midnight) for an entire year for only \$3/day. Larger packages are available with a discount structure if you want to increase your reach. With your commercials running daily on 101.3 FM, streaming on the Internet and also running on RadioFreeStella.com, you keep your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

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

2

Exclusive Sponsorship

Target a specific timeslot. You will be the only "live read" commercial to air in the timeslot. Commercial scripts can be modified regularly to emphasize short-term promotions in your business.



- Random Notes (Tursdays 7-9pm): \$312/year
- Road Less Travelled (Tuesdays 11-1pm): \$312/year
- Pur comme du sirop d'érable (Tuesday 10am): \$312/year
- New Music This Week (4x/week, various): \$624/year
- North Shore News - Local (10x/week, various): \$8,000/year

About Amherst Island Radio 101.3 FM

- Established in 2006 (going strong for 20 years!). Running 24/7/365, broadcasting on 101.3 FM and streaming on the Internet.
- Ten local newscasts/week! A strong local-focused 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 (2019 to present)
- Two Studio 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%).
- Over 30,000 combined followers on our 5 most popular social media streams: Instagram, YouTube, X, TikTok and Facebook.
- 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 at 613-530-6238 or sponsorships@cjai.ca

WAIT! THERE'S MORE!



YOU WANT YOUR CUSTOMERS TO SHOP LOCAL, EAT LOCAL,
DRINK LOCAL... AND 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

Business Name, Address, Tel Number

Date

Business Email

Signature



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"/>

There are NO extra production fees. We make your commercials for FREE.
HST applies to all packages.

Advertising Message Notes

