

RIDEAU LAKES RADIO



PROGRAMS & ADVERTISING RATES 2023

Advertising Packages

Cottage Wattage Show 9am to 5pm (8Hours)

Basic 3-month "Day Time" advertising package \$395.00 (Taxes Included)

- 30 second advertisement, with Meta Tags (Meta tag enables the visual information, text, and graphics to be displayed in the radio player).
- Commercial is played during the Cottage Wattage program from 9am to 5pm. The format is classic rock, suitable for the workplace, car or at home.
- Minimum 4 spots per day.

The Decades 7pm to 11:59pm (4 Hours)

Basic 3-month “Evening” advertising package \$295.00 (Taxes Included)

- 30 second advertisement, with Meta Tags (Meta tag enables the visual information, text, and graphics to be displayed in the radio player).
- Aired on our Decades, a blend of great classic rock program from 7pm to 11:59pm.
- Minimum 4 spots per day.
- Includes business meta tags. (Meta tag enables the visual information, text, and graphics to be displayed in the radio player).

Mellow Mornings Weekly 5am to 8am (3 hours)

Basic 3-month advertising program \$295.00 (Taxes Included)

- 1 x 30 second advertisement.
- Aired during the Mellow Mornings show, a mix of soft rock and folk to help you ease into your day.
- 3-month term.

Combo All 3 Shows \$995.00 (Taxes Included)

Basic 3-month “Combo” advertising package.

- Select all 3 shows: Mellow Mornings, The Cottage Wattage & the Decades.

Program Sponsorships

Blues for Breakfast daily 8am to 9am

Sponsorship Program \$295.00

- Presented by *(your business name here)*.
- Term 3 months.
- There is no additional advertising during this time slot.

Caesar Sundays weekly 9am to 5pm

Sponsorship Program \$395.00

- Program runs from 9am to 5pm on Sundays.
- This program has no additional advertising during the program.
- Length of sponsorship is 3 months.

The Jukebox daily 5pm to 7pm

Sponsorship Program \$295.00

- The Jukebox plays from 5pm to 7pm daily (2 hours).
- This program has no advertising during the program.
- Length of sponsorship is 3 months.
- Includes daily promos for our up-coming shows which mentions our

sponsor's name and station ID's during the day. **Listen to The Jukebox every day, presented by (your name & advertisement here).**

Weekly-The Rock Block

Single advertiser \$195.00

- Saturday 3pm to 5pm & 8pm to 10pm
- during the program, with 4 spots
- Length of sponsorship is 3 months.

Special Event Promotion \$95.00 (2-weeks)

- These are designed for single upcoming special local events. You can purchase additional weeks @ \$35.00 per week.
- Your event is mentioned in the BUZZ, which airs Thursday, Friday, & Saturday 3 times per day.
- Includes 30 second ad that will run for the 2 weeks prior to your event, social media sharing and promotions & on-air interview if applicable.

Customized promotional marketing plans & video production are also available, for more information contact John Pringle.

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Visit us online at www.rideaulakesradio.com

