



Advertising & Sponsorship Package

Rates, Policies, and Contracts.

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Laurentian Student and Community Radio Corporation
Ramsey Lake Road, Sudbury, On, P3E 2C6

Rate Card

CKLU is a not-for-profit organization, and is therefore considered a non-commercial radio station. The CRTC allows campus radio stations to broadcast up to 4 minutes of commercial messages per hour. Of the total amount of advertising allowed, at least 75% of it must be what is referred to as 'restricted' advertising. This type of message can only provide the listeners with information about the advertiser (i.e. location, hours of operation, goods and services provided, etc). not with enticing or competitive language (i.e. best, lowest prices, great new taste! etc). The remainder of the ads, up to 25%, can include this type of language, and are referred to as 'unrestricted ads.' These may be similar to the type of ads heard on commercial radio stations. However, CKLU will not generally air advertisements which are of the 'catchy jingle' variety and instead will encourage advertisers to use information and creative advertisements in lieu of the 'hard sell.'

30 SECOND SPOTS: Weekly

These Packages are geared for small to medium-sized businesses. Your 30-second commercial will create top-of-mind awareness, which will increase the choice factor with your target customers. It's like handing out thousands of business cards over & over throughout the week.

- For one week, CKLU offers up to 126 plays of your ad - \$225.00 for full play (\$1.78 per play).
- For two weeks, CKLU offers up to 252 plays of your ad - \$383.00 for full play (\$1.52 per play).
- For three weeks, CKLU offers up to 378 plays of your ad - \$515.00 for full play (\$1.36 per play).
- For four weeks, CKLU offers up to 504 plays of your ad - \$625.00 for full play (\$1.24 per play).

30 SECOND SPOTS: Consecutive Month Packages

Be On Air for the entire University School Year or Calendar Year and Save between \$800 and \$1300! Total Investment for the 8 Month School Year \$4200. You save \$800 off the standard rates.

Total Investment for the 8 Month School Year: \$4200. You save \$800 off the standard rates.

- For four weeks x 8 months, CKLU offers up to 504 plays of your ad per month \$525.00 for full play per month (\$1.04 per play).

Total Investment for 12 Consecutive Months: \$6060. You save \$1440 off the standard rates.

- For four weeks x 12 months, CKLU offers up to 504 plays of your ad per month \$505.00 for full play per month (\$1.00 per play).

No tax on any package.

All commercials air on the hour daily between 6am to 12am. Your script will be composed by our creative writer and produced at no additional charge. The commercial will be voiced by a CKLU announcer with an appropriate music bed selected by our production team. To simplify payment, we accept Cheque, Cash and PayPal.

Your commercial will not air until you have approved the package and copy.

SPONSORSHIP

Any individual, business, or event can sponsor any show airing on CKLU. Sponsorship works as follows:

- The sponsor may pay \$30.00/week or \$100.00/month to sponsor a program on CKLU.
- The host of the sponsored program deliver a plug twice per show—once at the beginning of the program and once at the end.
- Each plug shall be no longer than fifteen (15) seconds long.
- Sponsorship tags will be voiced live by the host of the sponsored program.



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Advertising Policy

ALL OF CKLU'S MESSAGES AND ADVERTISEMENTS:

- Will usually be written, voiced, and produced by CKLU. Packaged advertisements may be accepted from a client, but may be subject to revision in order to meet the station requirements.
- Announcers will be instructed to not refer to the client message/ advertisement (the content) in either a positive or negative manner. For example, an announcer may say, "before this next track, here's a message from Alberto's Pizza", or an announcer may say "here's a sponsorship message", but an announcer may not say, "I hate having to play that Alberto's Pizza message".
- Sponsorship messages and Spot advertisements are considered different in regards to their sales contract/ packages, and method of delivery.
- A client may be allotted no more than sixty (60) seconds for a spot advertisement or sponsor message.
- All advertising contracts will have a written copy of CKLU's Advertising Policy and clients agree to these by signing.

WE WILL NOT ACCEPT CLIENTS:

- Who are engaged in the manufacture or marketing of cigarettes or distilled spirits;
- Who have poor labour practices;
- Who support blatantly racist, sexist, homophobic, or militaristic practices or other discriminatory practice as per the statement of principles and by-laws;
- Who have poor environmental practices.
- In addition to accepting only clients that meet the above guidelines, we will specifically encourage sponsorships by locally owned, independent businesses.

TERMS AND CONDITIONS:

- Spot advertisements guarantee that the advertiser's commercial message will be aired in conjunction with other advertisements on the hour.
- All advertising content must conform to applicable CRTC regulations and CKLU Radio's Statement of Principles. CKLU maintains the right to refuse, reject, or revise any advertisement that it finds unsuitable for broadcast or in contravention of policies & practices.
- CKLU reserves the right to terminate an existing contract at its discretion by providing written notice of its intent to do so, taking effect immediately. Any unaired prepaid advertising will be promptly refunded.
- Advertisers must give written notice to cancel or alter the terms of the contract, taking effect immediately. In the event of cancellation, all advertising up until the date of cancellation may be aired and payable in full. Advertising prepaid beyond the date of received written notice will be refunded at the termination date.
- New advertisers are required to pay in advance. Regular customers will be invoiced following the last airdate and are requested to pay in full within thirty (30) days of the invoice date. After thirty (30) days, a 2% interest charge per month will be applied. Contracts totalling \$200 or less are payable in full, in advance.
- The Laurentian Student and Community Radio Corporation is a member of the Credit Bureau of Sudbury. In all instances accounts overdue by more than ninety (90) days will be referred for collection.
- Upon request, a detailed Proof of Performance will be supplied provided that such request is made within thirty (30) days of the final airdate.
- In the event that a message is not aired due to staff error or technical malfunction, CKLU will make good at an agreed upon time. CKLU bears the responsibility to notify the advertiser in such instances.



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- In addition to accepting only clients that meet the above guidelines, we will specifically encourage sponsorships by locally owned, independent businesses.

TERMS AND CONDITIONS:

- Sponsorships guarantee that no other commercial messages will be aired during that program.
- All sponsorship advertising content must conform to applicable CRTC regulations and CKLU Radio's Statement of Principles. CKLU maintains the right to refuse, reject, or revise any sponsorship advertisement that it finds unsuitable for broadcast or in contravention of policies & practices.
- CKLU reserves the right to terminate an existing contract at its discretion by providing written notice of its intent to do so, taking effect immediately. Any unaired prepaid sponsorship advertising will be promptly refunded.
- Sponsors must give written notice to cancel or alter the terms of the contract, taking effect immediately. In the event of cancellation, all sponsorship up until the date of cancellation may be aired and payable in full. Sponsorship prepaid beyond the date of received written notice will be refunded at the termination date.
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Advertising Contract

Business Name: _____

Address: _____

Phone: _____

E-mail/ Fax : _____

Start Date: _____

End Date: _____

Amount of Advertising: _____

Total: _____

By signing this agreement you agree to the following terms and conditions:

1. Script approval by client will be required in writing before the commercial is produced. Once produced, a second client approval prior to air is also required. A fee of \$50 will be charged for any content changes made as requested by client after first air date.
2. CKLU reserves the right to approve all production and creative prior to air.
3. All paid commercials will air daily from 6am-12 Midnight and are guaranteed to run within the agreed start/end date as specified above.
4. This agreement may be terminated by either party upon 2 weeks written notice, unless otherwise stipulated herein.
5. This contract is subject to conditions as set by the Canadian Broadcasting Act of the CRTC and the CKLU Advertising Policies

(Signature) _____

(Date) _____

(CKLU rep) _____

(Date) _____

Type of Payment: **Cheque** **Cash** **PayPal**

Make Cheques Payable To: **Laurentian Student and Community Radio Corporation**
935 Ramsey Lake Rd.
Sudbury, ON P3E 2C6

PayPal Payments at: **CKLU.CA**