



ADVERTISING RATES

CFMU RATES

FOR ALMOST FORTY YEARS, CFMU has been at the vanguard of community radio in Hamilton and beyond. As one of the nation’s oldest campus/community stations, we have upheld a long tradition of providing unique programming that educates, innovates, and entertains. Our commitment to the Hamilton and McMaster communities results in a focus on local music, events, news and views. Programming is created by the community for the community. We have over 110 programs, and within them you can find a bit of everything - under-represented voices, underground music (from punk to local hip-hop), analyses of local politics, thoughts on global trends, and global information in languages from around the world.

At the same time, CFMU has broken with tradition to remain competitive and modern in a crowded media landscape. To provide the most current programming effectively, you have to have the most current platforms and delivery methods. While our 160 watt signal blankets the entire Hamilton-Wentworth region and beyond, cfmu.ca can be accessed from anywhere in the world. With over 110 different episodes a week, frequently-updated blogs and entertaining video content, cfmu.ca is unlike any other community radio website in Canada.

While we broadcast internationally, McMaster radio draws the bulk of its listening audience from the Hamilton-Wentworth community at large. It is popular among McMaster University, Mohawk College, and area high school students, as well as listeners in older demographics.

ON-AIR

Base Rates

| | 10× | 20× | 50× | 100× | 200× |
|---------|-----------|------|------|------|------|
| 30 sec. | \$30/spot | \$25 | \$21 | \$18 | \$15 |
| 60 sec. | \$40/spot | \$35 | \$30 | \$26 | \$22 |

Program Specific Sponsorship

| | |
|-----------|-----------|
| 1 – 16 wk | \$75/week |
| 32 wk + | \$53/week |

Entitles you to open and close credits plus 3 (:30sec) spots per hour. No competing advertisers. Prices include script and complete in-house production of your ad. All ads are included in show podcasts available for streaming and download.



ONLINE

Banner Ad

Desktop (768px × 90px) Mobile (400 × 400) \$300/week

Banner Design Additional (\$125 flat fee)

All banner advertising is custom designed for both desktop and mobile viewing.

PACKAGE DEAL: CFMU + SILHOUETTE

If you're looking to advertise on CFMU and McMaster University's student-run newspaper, we've got you covered. Working with the Campus and Commercial Partnership Co-ordinator, we can provide you with a great blanket media strategy to advertise your product or service to thousands of students, on and off campus.

For more information, please call:

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CFMU COVERAGE MAP

