



## **Promote Your Business, Event or Cause on Radio Waterloo CKMS 102.7 FM**

### **The Sound of Your Community**

#### **Advertise:**

Create your own ad or let us help you create your message.

#### **Sponsor:**

Become a Radio Waterloo sponsor or sponsor a specific show

#### **Promote your Event or Cause:**

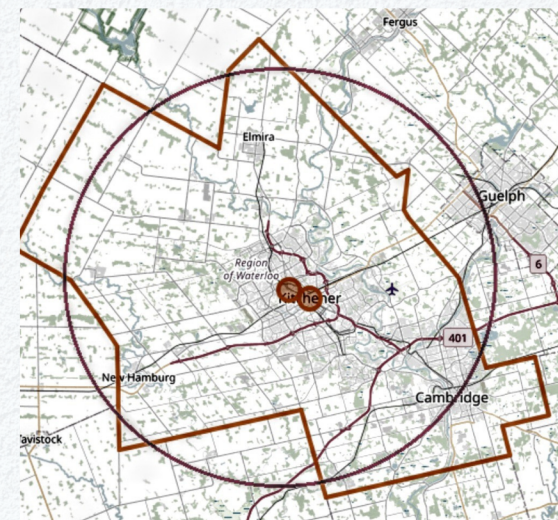
Let us help get the word out for your event with an event listing or Public Service Announcement (PSA)

*No Charge for Non-Profits!*

## **Media Reach**

Radio Waterloo listeners represent a diverse range of cultural and ethnic groups. We have spoken word as well as arts programming in several different languages, largely produced by local Waterloo Region residents. Our music programming is equally diverse, reflecting a broad demographic. No other radio broadcaster in the area is as focused on diversity and presenting local interest and musical talent as Radio Waterloo.

Radio Waterloo, CKMS-FM broadcasts locally to the Kitchener, Waterloo, and Cambridge region on 102.7 FM and we stream globally at <https://radiowaterloo.ca/listen/> and on the TuneIn and Radio Garden mobile apps.



### **Did You Know?**

- 77% of Canadians listen to radio weekly; adults spend ~11.1 hours/week with radio.
- 48% of Canadians aged 18–29 listen regularly or occasionally to campus & community radio.
- 56% of Canadians active in their community listen regularly or occasionally.
- CKMS averages ~32,000 hits per day from ~3000 daily unique visitors.

## Rates

### Advertising

Advertisers can choose timeslots in either a prime time **(PT)** or off peak time **(OP)** based on demographic targeting and budgetary objectives.

#### Week days:

Midnight-6:00am **(OP)**

6:00am-9:00am **(PT)**

9:00am-2:00pm **(OP)**

2:00pm-9:00pm **(PT)**

9:00pm-Midnight **(OP)**

#### Weekends:

6:00am-Midnight **(PT)**

Midnight - 6am **(OP)**

| Number of Plays | Prime Time | Off Peak  |
|-----------------|------------|-----------|
| 10              | \$150*     | \$100*    |
| 11-20           | \$12/play* | \$8/play* |
| 21-30           | \$9/play*  | \$6/play* |
| 31 and above    | \$7/play*  | \$5/play* |

## Rates

### Sponsorships

\$100 for one month  
(minimum term)

\$225 for three months

\$390 for six months

\$660 for twelve months

### Events / PSAs

If your organization is non-profit or a charitable organization there is no charge, otherwise regular ad rates apply.

For more information  
please see:

<https://radiowaterloo.ca/how-to/advertise-on-ckms/>

or

Contact the CKMS Advertising  
Committee at  
[advertising@radiowaterloo.ca](mailto:advertising@radiowaterloo.ca)

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**CKMS 102.7 FM**

