

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 Advertising Committee at
advertising@radiowaterloo.ca

Radio Waterloo CKMS 102.7 FM



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.

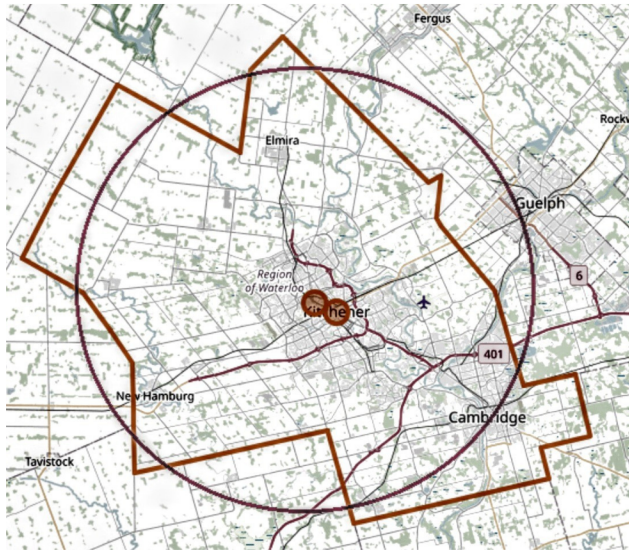
Sponsor - Become a Radio Waterloo sponsor or sponsor a specific show

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

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:

Weekends:

Midnight-6:00am (OP)
6:00am-9:00am (PT)
9:00am-2:00pm (OP)
2:00pm-9:00pm (PT)
9:00pm-Midnight (OP)

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*