

chmr-fm 93.5

Campus & Community Radio - Memorial University

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chmr-fm is a non-profit, community oriented radio station affiliated with the Memorial University of Newfoundland Students' Union.

Our mandate is to deliver distinct radio programming to the St. John's market. Vibrant alternative music and special interest programming is developed and delivered by students with high standards.

chmr-fm is not just a radio station for **MUN** students, it is a popular alternative among other post secondary and high school students. Community groups, especially the entertainment sector, also find **chmr-fm** to be very valuable promotional vehicle.

We are a community and campus access station and recognize the fundamental importance of education, culture and the exchange of ideas and information.

CHMR-FM's wide range of programming - current affairs, arts & entertainment, music, sports and much more - makes the station a great forum to get your voice heard.

Advertising with CHMR-FM means promoting your product directly to the students and alumni of the Memorial University of Newfoundland and the residents of the St. John's area.

Program Sponsorship Weekly Cost: \$25 per hour

Includes:

- Recorded sponsorship message at the start of the show.
- Sponsor's 30 second commercial played during the hour.
- Announcer mention of Sponsor at the end of show.

RATE STRUCTURE ALL DAYPARTS

Single Play

15 seconds - \$5.00
30 seconds - \$10.00
60 seconds - \$15.00

Frequency Discount (more than one play)

\$0.01 for each 15 second play \$0.02 for each 30 or 60 second play to a maximum of 250 plays per contract

Example

250 plays of a 30 seconds unit will set the discount at \$5.00 per play

50 plays of a 30 seconds unit will set the discount at \$9.00 per play

All dayparts include 9 AM to 12 midnight Monday through Sunday.

CHMR-FM is staffed by student volunteers -- programming schedules and on-air time is influenced by the timetable of the academic semester.