



Advertise with CHMR-FM

CHMR-FM is the campus/community radio station located at Memorial University in St. John's, NL. It broadcasts to the greater St. John's area at 93.5 on the FM band; to Atlantic Canada via Rogers channel 942 and Aliant channel 787; across Canada on the Radioplayer app; and all around the world via the internet at www.chmr.ca.

CHMR features diverse programming that targets the students of Memorial university, as well as people from the community-at-large whose interests and tastes are not necessarily met by commercial radio.

Advertising Rates (all prices are before tax)

1) Individual ads

With individual ads, you schedule your ads for times that you feel will be most effective for your campaign.

15-second advertisement - \$10

30-second advertisement - \$20

60-second advertisement - \$30

2) Show sponsorship (\$25 per week)

Is there a show that you think will reach your target audience? Consider sponsoring one hour of a specific program at a cost of \$25 per week. Your ad will be aired three times during the hour, plus your company's sponsorship will be announced by the show host. (i.e. "This show is brought to you by *(insert your company's name here)*")

Bulk purchase (6 month or 12 month options)

With a bulk purchase, we guarantee that your 30-second ad will be aired a ***minimum*** of once a day at random times between 6 am and midnight for the duration of the contract at a greatly reduced cost. Advertisement content can be changed at any time for the purposes of promoting different campaigns for your business.

Bulk purchase (6-month option) - \$700 (a \$3650 value)

Bulk purchase (12-month option) - \$1400 (a \$7300 value)