



90.3 FM  
**ckut.ca**

**MEDIA  
KIT**

# ABOUT US



## CKUT is a non-profit campus community radio station.

CKUT is based at McGill University. CKUT provides alternative music, news and spoken word programming to the city of Montreal and surrounding areas. Our programming is LIVE and LOCAL. Hear us at 90.3FM or listen online at [www.ckut.ca](http://www.ckut.ca). Our programming has a long life through streaming and archives on our website. Listeners also subscribe to our programs through iTunes and RSS feeds. We are also followed heavily on the TuneIn mobile app by those who choose to listen via cell phone.

CKUT's programming is produced by over 200 volunteers made up of students and community members. Our programming is "freeform" (no playlists) and includes most musical genres as well as a variety of grassroots cultural, community and news programs. Some listeners tune in for the variety of programming presented by CKUT, others are devoted to particular shows that provide content not heard anywhere else on the FM dial. We have jazz, bluegrass, hip hop, metal, Filipino, Arabic, environmental, Caribbean, and experimental shows just to name a few. Whichever community or demographic you are trying to reach, we have programming that reaches them.

Since our FM debut in 1987, we have regularly been voted #1 in the Best of Montreal Reader's Poll and are supported by 35,000 McGill students.

**100,000**

Weekly Listeners

**12,000+**

Facebook Fans

**8,900+**

Twitter Followers

**#1**

#1 Radio Station -  
Best Of Montreal

(Cult MTL & MTL Mirror)  
1990-2021

**18,000+**

Monthly Website  
Visits

**20,000+**

TuneIn Followers

# WHAT WE OFFER

- ❑ Targeted & affordable: campaigns designed to reach the audience you are looking for
- ❑ CKUT limits the number of ads per hour, therefore your ad will not be lost in a clutter of other advertising
- ❑ Creative ad production, experienced copywriters
- ❑ Sponsorship of events: sliding scale packages for events in exchange for some cross promotion
- ❑ Studio rental with technician
- ❑ Live broadcasts

# PROGRAMMING

## Music

Folk, Blues, Soul, Reggae, Metal, Hip Hop, Noise, Funk, Soca, Rock, Bhangra, Gospel, Electronic, Jazz, Pop, Country, Kompa, Dancehall, Experimental, Techno, Punk, International, House

## Community

Community Latin American, Caribbean, African, Muslim, Korean, Inuktitut, East Indian, Palestinian, Haitian, Brazilian, Arabic, Filipino, First Nations, Queer, Jewish



# OUR



# PARTNERSHIPS CONNECT WITH US

Our Mailing Address: 3647 University Street, Montreal, Quebec, H3A 2B3

Our Phone Number: 514.448.4041, ext. 4975

EMAIL - [sales@ckut.ca](mailto:sales@ckut.ca), [admin@ckut.ca](mailto:admin@ckut.ca)



TURN IT ON.

