

90.3 FM
@kut
MEDIA KIT



★ ABOUT US ★

CKUT 90.3 FM is a non-profit campus/community FM radio station with trusted voices and deep roots in Montreal's music and cultural scenes.

CKUT has been providing live and local music, news and cultural programming to the city of Tiohtià:ke/Montreal and surrounding areas since 1987. The station broadcasts 24 hours a day, 365 days a year, at 90.3 FM as well as online at ckut.ca. Through streaming, audio archives, live chat rooms, video projects, and more, CKUT is a hub for community media in Montreal and beyond.

We pride ourselves on being a vibrant alternative to the corporate-influenced mainstream media. With a long-standing hybrid model of campus/community radio, CKUT is an affiliate of McGill University, but our network of contributors is expansive. Our programming is produced daily by over 200 volunteers made up of a wide range of community members, including community leaders, musicians, activists, journalists, archivists, students, artists and more. Our incredibly diverse programming represents a vast range of voices and perspectives that reflect the manifold community that makes up Montreal.

Our broadcasting schedule includes dedicated shows for most musical genres, as well as a variety of grassroots cultural, community, and news programs. Listeners hear a mix of veteran hosts, many of whom have been on the air for decades, along with fresh voices from the various sectors of Montreal's arts, cultural and music scenes.

Our mandate is to provide a platform through which Montreal's diverse communities can represent themselves and connect with their listeners.

Since our FM debut in 1987, we have regularly been voted #1 in the Best of Montreal Reader's Poll.

We consider our partners, advertisers and sponsors to be integral to what makes up the vibrancy of our station.

★ **ADVERTISE WITH
CKUT 90.3
TO BE PART OF WHAT
THIS CITY SOUNDS LIKE!**



100,000
WEEKLY LISTENERS



**#1 RADIO STATION
BEST OF MONTREAL**
(Cult MTL & MTL Mirror) 1990-2021



6,200+
FOLLOWERS



12,000+
FANS



1,000+
FOLLOWERS



9,000+
FOLLOWERS



22,000+
FOLLOWERS



18,000+
WEBSTE VISITS



✱ PROGRAMMING AND LISTENERS ✱

With a radio transmitter located on the summit of Mont Royal, CKUT broadcasts 24/7 at 90.3 FM to a **200km radius** and **worldwide** online at ckut.ca. We have **100,000 dedicated weekly listeners** and our reach continues to expand.

Our diverse programming attracts a range of listeners, meaning that our partners and advertisers are able to reach a wide variety of sociocultural demographics, or otherwise target specific communities through CKUT's actively engaged listenership.

✱ MUSIC PROGRAMMING

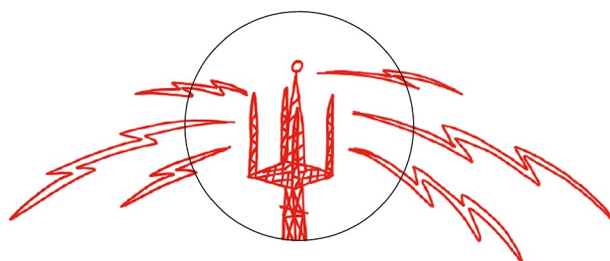
*Ambient Folk Blues Soul Reggae Metal Hip-Hop Noise Funk Soca
Rock Bhangra Gospel Electronic Jazz Pop Country Kompa Dancehall
Experimental Techno Punk International House and more!*

✱ SPOKEN WORD PROGRAMMING

*Arts & Culture Avant-garde Local Politics Global Politics Community News
Disability Justice Environmentalism Feminism Black Block Poetry Media
Healthcare Housing Science Theatre and more!*

✱ COMMUNITY REPRESENTATION

*Caribbean Latin American Indigenous African Muslim Korean
Indian Palestinian Haitian Brazilian Arabic Filipino LGBTQIA2+
Jewish Romanian and more!*



★ ADVERTISING WITH CKUT ★

CKUT offers clients and partners the opportunity to run advertisement campaigns through our networks, both on air through our FM channel, as well as online through our website. We approach publicity campaigns as an extension of our regular programming, and look to form partnerships that reflect the interests of our listeners, ensuring the best results for our advertising clients.

★ WHAT WE OFFER ★

- ★ *Audio Advertisements through our radio broadcasting*
- ★ *Multimedia Advertisements through our website*
- ★ *Targeted and affordable campaigns designed to reach the audience our clients are looking for*
- ★ *CKUT limits the number of radio ads per hour, ensuring that our client's ads are as impactful as possible*
- ★ *Competitive production rates at an affordable cost through the use of our in-house studios, creating high-quality audio advertising specific to our client's campaigns*
- ★ *Co-presentations and sponsorship of events, offering discounted or sliding scale ad packages in exchange for cross-promotion with other organizations*

★ RADIO ADVERTISEMENT RATES ★

★ IN-HOUSE PRODUCTION RATE: \$100 CAD per audio advertisement

Audio advertisements can be produced in-house in both English and French, and we accept client-supplied ads in multiple languages

CLASS A | AUDIO ADS AIRING BETWEEN 7 AM - 12 AM

	30 SECONDS	45 SECONDS	60 SECONDS
1 - 10 Plays	\$20	\$30	\$50
11 - 50 Plays	\$15	\$25	\$40
Over 51 Plays	\$10	\$20	\$30

CLASS B | AUDIO ADS AIRING BETWEEN 12 AM - 7 AM

	30 SECONDS	45 SECONDS	60 SECONDS
1 - 30 Plays	\$15	\$20	\$30
Over 30 Plays	\$10	\$15	\$10

[These prices do not include sales tax]

****NOTE:** CKUT is always open to negotiating rates to accommodate our client's budget

WEBSITE ADVERTISING RATES

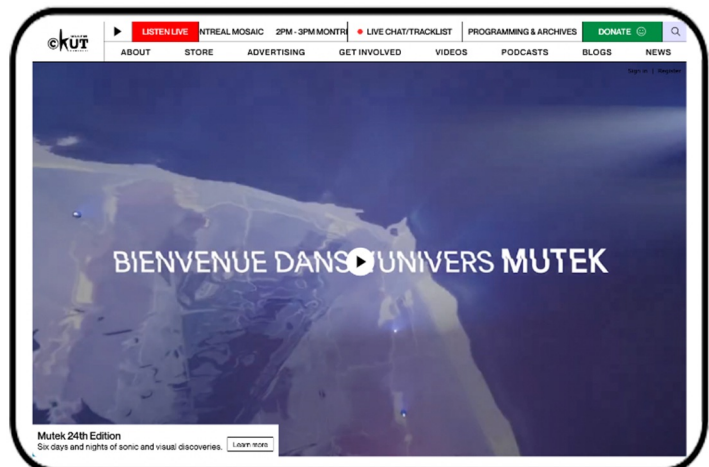
CKUT has been building a worldwide listenership on the web since 1997. Our daily programming is broadcast both through FM local channels, as well as online at ckut.ca, meaning our website is a place for high-traffic, acting as a media hub for listeners and visitors.

A new version of our website launched in February 2023 and offers innovative ways to connect advertisers with CKUT listeners.

Primary Placement Video Ad Takeover

- \$650/Week
- \$1000/Two Weeks
- \$1800/Month

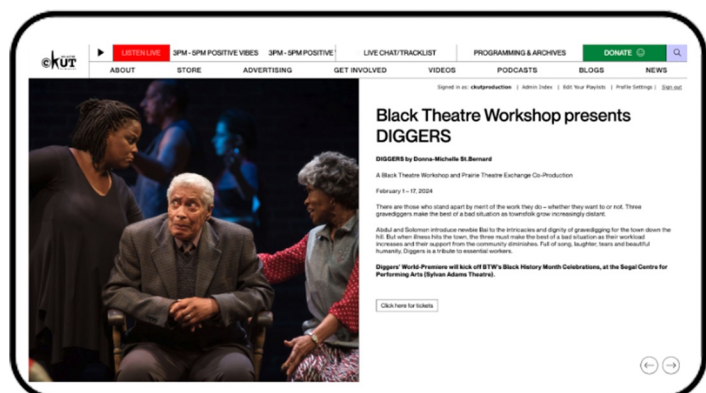
A full screen video takeover of the CKUT homepage, which will autoplay for all visitors to ckut.ca and provide a link to an external site



Primary Placement Homepage Ad

- \$100/Day
- \$500/Week
- \$750/Two Weeks
- \$1200/Month

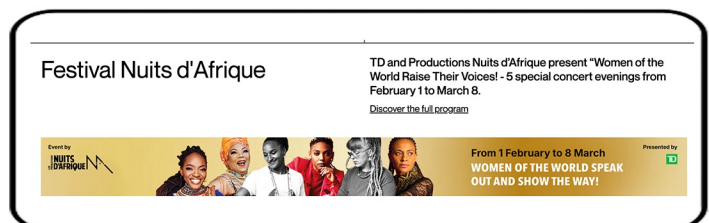
Image and text-based posts on the CKUT homepage, featuring information about your campaign and a link to an external site of your choosing



Homepage Banner Ad

- \$200/Week
- \$350/Two Weeks
- \$550/Month

Image and text-based advertisement with embedded external links at a lower rate



[These prices do not include sales tax]

****NOTE:** CKUT is always open to negotiating rates to accommodate our client's budget

★ PARTNERS ★

CKUT's advertising clients and community partners include a variety of events and initiatives such as grassroots organizations, concerts, festivals, local businesses, theatre productions, dance shows, forums, film screenings, lectures, workshops, promoters and more. We are always looking to expand our community of partners.

We have long standing relationships with many cultural institutions within Montreal, including MUTEK, Pop Montreal, Festival Nuits D'Afrique, Black Theatre Workshop, Suoni Per Il Popolo, Osheaga, RIDM (Montreal International Documentary Festival), Festival du Nouveau Cinéma, Hip Hop You Don't Stop, Montreal Anarchist Bookfair, etc.

★ CO-PRESENTATIONS

Co-presentations are a form of partnerships that involve cross promotional campaigns between CKUT and other organizations, for a **retail value upwards of \$1000 CAD**. CKUT co-presentations are available starting at **\$350 CAD** (plus tax) and include a comprehensive advertisement campaign package.

As ever, CKUT is open to negotiating these fees with organizations and businesses, in order to meet the needs of our partners and clientele.



★ CONTACT US ★

Reach out to CKUT with propositions or inquiries regarding advertising, co-presentations or partnership opportunities. We are happy to answer any questions you may have!

EMAIL : partnerships@ckut.ca

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H3A 2B3

This media kit features Illustrations by Amery Sandford