



90.3 FM ©KUT MEDIAKIT

ABOUT CKUT

CKUT 90.3 FM is a non-profit campus/community radio station rooted in Montreal's music and cultural scenes. Broadcasting since 1987, CKUT reaches Tiohtià:ke/Montreal and listeners worldwide 24/7 on 90.3 FM and at ckut.ca.

A vibrant alternative to mainstream media, CKUT operates through a hybrid campus/community model and is affiliated with McGill University. Our programming is produced by over 200 volunteers; community members, artists, journalists, activists, and students that bring diverse voices to our airwaves.

CKUT features music programming across most genres alongside grassroots cultural, community, and news shows. Our mandate is to amplify Montreal's diverse communities and connect them with listeners. Regularly voted #1 in the Best of Montreal Readers' Poll, CKUT values its partners, advertisers, and sponsors as key to the station's vitality.



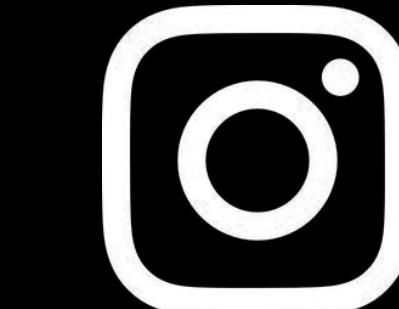
**#1 RADIO STATION
BEST-OF MONTREAL**
(CULT MTL & MTL MIRROR) 1990-2025




30,000
WEEKLY
WEBSITE VISITS



80,000
WEEKLY LISTENERS



6,500+
FOLLOWERS



12,000+
FANS



9,000+
FOLLOWERS



1,000+
FOLLOWERS



3,000+
SUBSCRIBERS



22,000+
FOLLOWERS

PROGRAMMING AND LISTENERS

The station reaches over **80,000 dedicated weekly listeners** both locally and internationally, with a continually expanding audience. CKUT's diverse and dynamic programming attracts a wide range of listeners, allowing partners and advertisers to connect with broad sociocultural demographics or engage directly with specific communities through CKUT's highly active and committed 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

Spoken Word Programming

Arts & Culture • Avant-garde • Local
Politics • Global Politics • Disability
Justice • Environmentalism • Feminism
Black Block • Poetry • Media
Healthcare • Housing • Science
Theatre • Dance

Community Representation

Caribbean • Latin American
Indigenous • African • Muslim •
Korean • Indian • Palestinian • Haitian
Brazilian • Arabic • Filipino
LGBTQIA2+ • Jewish • Romanian

With a transmitter located on the summit of Mount Royal, CKUT 90.3 FM broadcasts across a 150 km radius and worldwide online at ckut.ca.



ADVERTISING WITH CKUT

Advertising with CKUT allows you to reach people when they're truly listening—driving, working, cooking, creating. It builds trust by speaking directly to engaged, loyal audiences. At CKUT 90.3 FM, your message isn't lost in a sea of corporate noise. It stands out, gets heard, and resonates with communities that care.

We treat publicity campaigns as an extension of our programming, building partnerships that align with our listeners' interests to deliver meaningful results for advertisers.

What we offer:

- **On-air and online advertising**
- Targeted, affordable campaigns designed to reach the right audience
- Limited ad time per hour to maximize impact
- High-quality, cost-effective audio production using our in-house studios
- Event co-presentations and sponsorships



ON-AIR ADVERTISING

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.

	30 seconds	45 seconds	60 seconds
1 - 10 plays	\$20 per play	\$30 per play	\$50 per play
11 - 50 plays	\$15 per play	\$25 per play	\$40 per play
50+ plays	\$10 per play	\$20 per play	\$30 per play

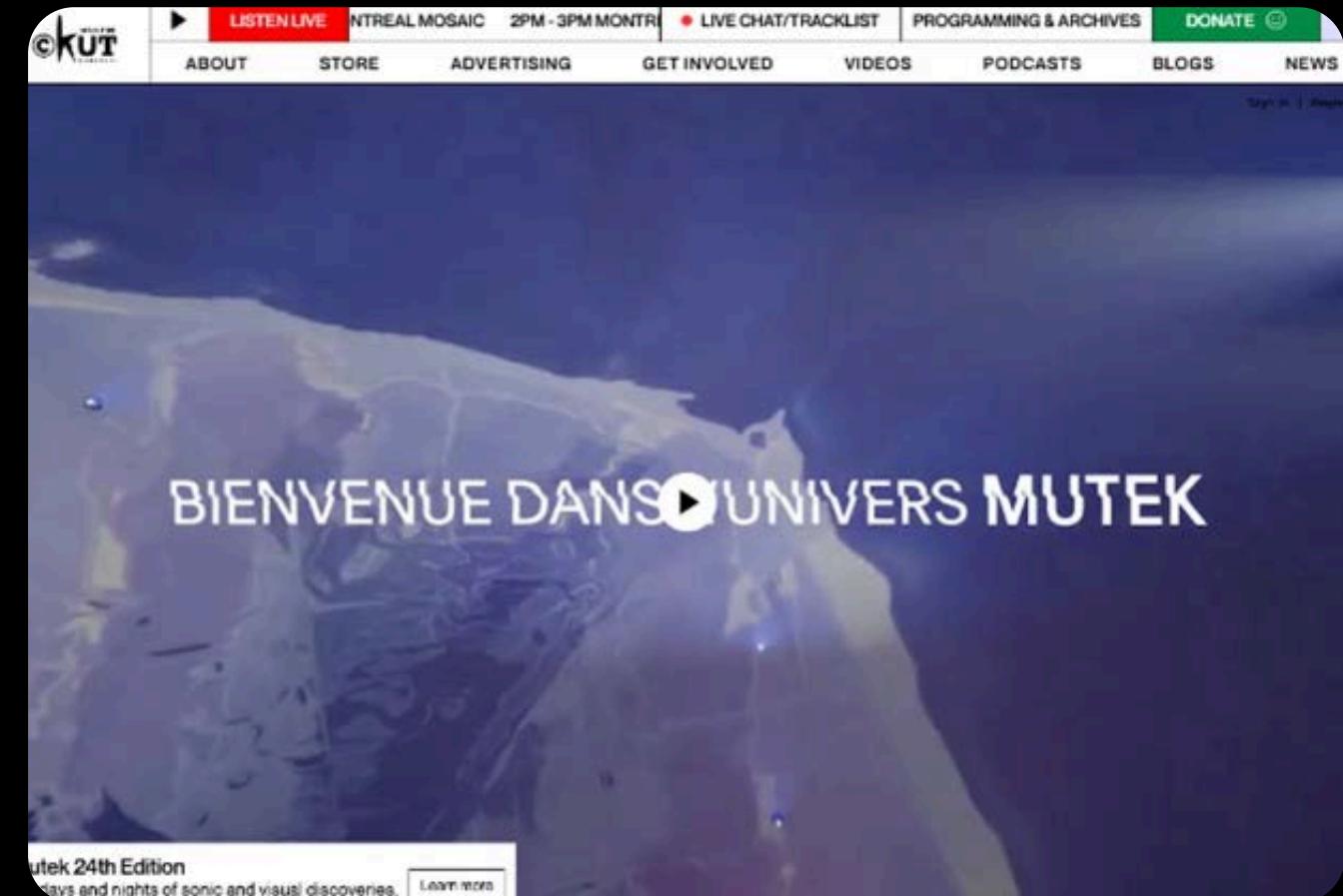
**NOTE: CKUT is always open to negotiating rates to accommodate our client's budget

WEBSITE ADVERTISING

Primary Placement Video Ad Takeover

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

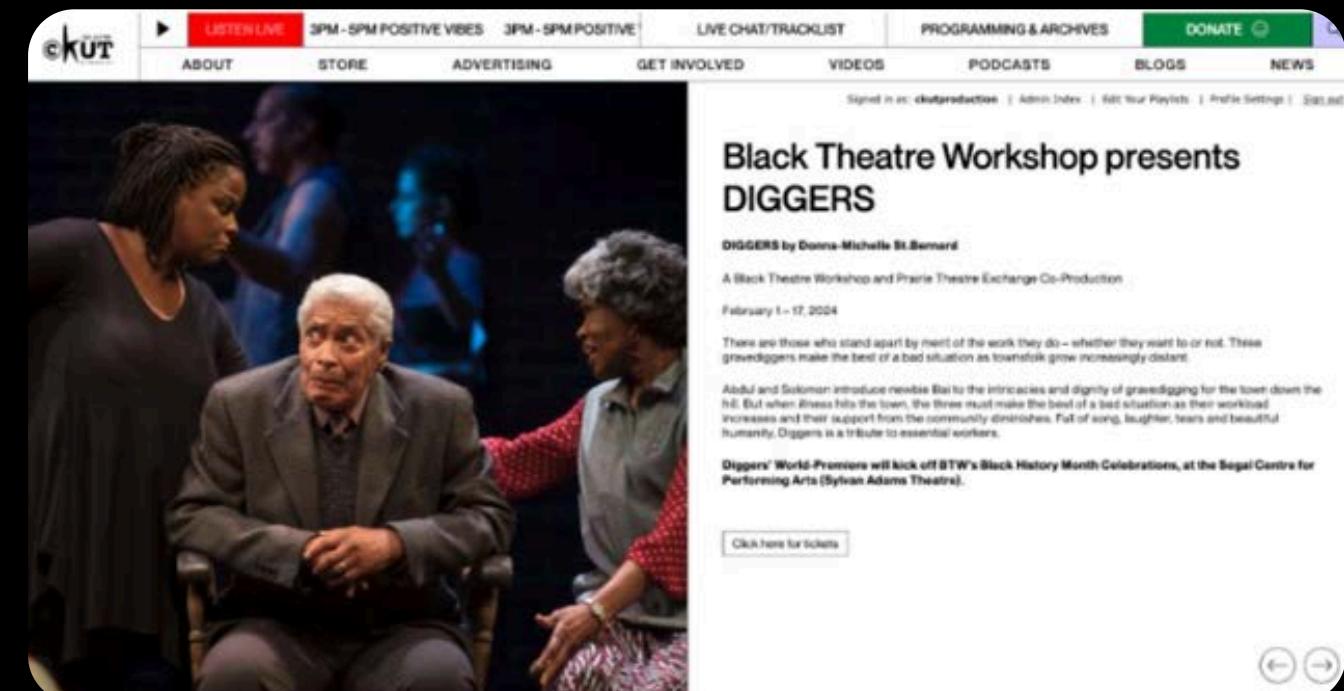
- \$650/Week
- \$1000/Two Weeks
- \$1800/Month



Primary Placement Homepage Ad

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

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



Homepage Banner Ad

Image and text-based advertisement with embedded external link

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



RADIO ADVERTISING PACKAGES

PACKAGE 1

\$300

(\$550 value)

30 spots, 30 second ad,
production included, special
price \$10 per spot

PACKAGE 2

\$450

(\$700 value)

60 spots, 30-second ad,
production included, special
price \$8.33 per spot

PACKAGE 3

\$700

(\$1000 value)

90 spots, 30-second ad,
production included, special
price \$7.77 per spot

MULTIMEDIA ADVERTISING PACKAGES

INTENSIVE 1-MONTH CAMPAIGN

\$1000

(\$1490 Value)

**84 spots (3x daily for 4 weeks), 30
second, production included, 4
weeks of banner ads**

INTENSIVE 2-WEEK CAMPAIGN

\$550

(\$1080 value)

**42 spots (3x daily for 2 weeks), 30
second, production included, 2
weeks of banner ads**

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.

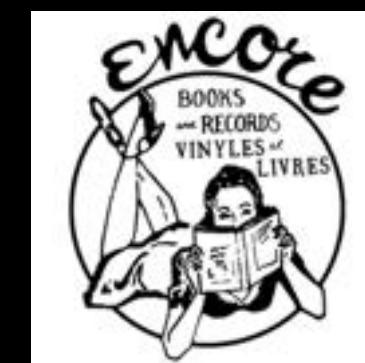
We have long standing relationships with many cultural institutions within Montreal:

- MUTEK
- Pop Montreal
- Festival Nuits d'Afrique
- Suoni Per Il Popolo
- Osheaga
- RIDM (Montreal International Documentary Festival)
- Festival du Nouveau Cinéma
- Black Theatre Workshop
- Codes d'Acces

We are always looking to expand our community of partners!



OUR PARTNERS



Drawn & Quarterly



MUTEK



ZAMALEK



CO-PRESENTATIONS AND CKUT SPONSORSHIPS

CKUT partners with local events, festivals, theatre productions, fundraisers, and more to create high-impact promotional campaigns that connect your project directly with our engaged community.

Our **co-presentations are collaborative partnerships built around cross-promotion**, amplifying your event across CKUT's platforms while positioning CKUT as an official sponsor. These campaigns are designed to boost visibility, grow audiences, and strengthen your connection to the local arts and culture scene.

With a **retail value starting at \$1,000 CAD, co-presentation packages are available from just \$400 CAD** (plus tax). Each package includes a comprehensive advertising campaign and on-air recognition, delivering strong exposure at an accessible rate.

CKUT is committed to supporting our partners. We are always open to negotiating fees to ensure our co-presentations meet the needs, goals, and budgets of the organizations and businesses we work with.



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 might have!

EMAIL: partnerships@ckut.ca

PHONE: 514-448-4041 ext. 2

TEXT/WHATSAPP: 438-529-8452

MAILING ADDRESS: 3647 rue University, Montreal QC H3A 2B3

