



CILU Advertising and Sponsorship Rates

Station Sponsorship: \$800/year

Sponsors are entitled to:

1. A spot in our 'Sponsor Thank You' advertisement, which airs on the half hour. These ads each contain 4-6 sponsors and rotate so that sponsors are not being aired at exactly the same time every day. The tag of the ad gives a one line brief of whom and what the sponsor is and where to find them. E.g.: '*Jason's Fish Shop: for your freshest filets find them at 175 South West Street*'.
2. A logo spot in our rotating sponsor ad banner on luradio.ca (sponsor supplied).
3. A spot on the sponsorship page of www.luradio.ca.
4. The ability to have information placed at our events/booths throughout the year (pamphlets, handouts, etc.).
5. The opportunity for a live call in to shows during events, sales, etc. (dependent on show time/staff availability).
6. The opportunity for programmer shout-outs, i.e. last minute updates your about event, a sale, etc.
7. Reduced rate in further advertising (from \$8 to \$3 per ad run).
8. Logo in the 'Thank You' ads that we publish in The Argus (Lakehead University's student newspaper) twice a year.
9. Logo on all general LU Radio informational posters created after your sponsorship begins (excluding specific fundraising events).

Sponsorships are good for one year from start date of inclusion in advertising. Sponsorships are non-refundable should the sponsor decide to cancel their participation.

Station Sponsorship with Advertising: \$1050

Entitles the sponsor to the same one year sponsorship package as above, but also includes 100 any time ad runs with a onetime further reduced rate of \$2.50 per ad run.

Station and Event Sponsorship: \$2000

This includes everything from the levels above as well as presenting sponsorship of any shows, music sales or other events we put on throughout the year. This includes your logo on posters/handbills (and wristbands), social media advertisements and mentions in on air advertising. It also allows you to have a presence at each event, in the form of a table/banner/promotion and/or on site personnel).

Show Sponsorship: \$400/year

This sponsorship type includes 3 on air mentions per hour, per show. This may include one pre-recorded intro to the sponsored show and two spoken sponsor mentions by the host during the show, but is more likely to be all live. For example: 'This is (show name) on LU Radio, brought to you by the generous support of (sponsor name)'. Exact wording of the mention must be agreed upon by the sponsor, the show host and station management ahead of time. *Please note, not all shows are available for sponsorship and programmers have the right to refuse sponsors.*

Stand alone advertisements: \$8/spot

Stand alone ad rates reflect an advertising time of 7am to 11pm. If the advertisement is run more than 100 times, a discount applies reducing the 'per spot' rate to \$6. If advertisers wish to advertise overnight and have already purchased advertising during the day, late night ads may be included for free.

*** Please Note: Prices Do Not Include HST***

For More Information, Please Contact: Jason Wellwood - 807-766-7260 - manager@luradio.ca