

# UMFM AT A GLANCE

UMFM is a campus and community radio station that has been broadcasting city-wide since 1998 from the University of Manitoba Fort Garry Campus.

Our 1200 watt signal is clearly received by a population of close to 750,000, including Winnipeg and environs. Based on a commercial subscribers BBM report, our weekly cume is approximately 40,000.

Our schedule features a wide variety of musical genres, informative talk shows and specialty programming that appeals to a large audience demographic, from 16 to 76. We are the true alternative to commercial radio.

UMFM prioritizes advertisers whose profile mirrors our own: locally based, community-minded, socially conscious and culturally relevant. Contact us to find out how community based radio can help meet your advertising goals.

We offer flexible rates for long-term and not-for-profit partners and advertisers. We also offer easy payment plans to suit your needs, whether you pay monthly, quarterly or yearly.

Advertising on UMFM associates your business or service with non-commercial campus and community radio. 75 % of our budget comes from the students at the University of Manitoba. The other 25% comes from commercial partnerships and advertising. The board of directors must approve potential advertisers. UMFM reserves the right to decline advertising material which it considers inappropriate or offensive.



**RATE CARD**  
2016 / 2017





# PARTNERSHIP RATES

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## 3 MONTHS

90 radio ads (30 ads per month) runs between  
7am & 11 pm Sunday thru Saturday

Banner on [www.umfm.com](http://www.umfm.com)

UMFM sponsor tag

**\$560<sup>00</sup> or \$186<sup>67</sup> per month**

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## 6 MONTHS

216 radio ads (36 ads per month) runs between  
7am & 11 pm Sunday thru Saturday

Banner on [www.umfm.com](http://www.umfm.com)

UMFM sponsor tag

**\$840<sup>00</sup> or \$140<sup>00</sup> per month**

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## 1 YEAR

600 radio ads (50 ads per month) runs between  
7am & 11 pm Sunday thru Saturday

Banner on [www.umfm.com](http://www.umfm.com)

UMFM sponsor tag

**\$1120<sup>00</sup> or \$93<sup>33</sup> per month**



# AD RATES À LA CARTE

**10 Ads:** \$112 (\$11.20 per ad)

**20 Ads:** \$201 (\$10<sup>05</sup> per ad)

**30 Ads:** \$280 (\$9<sup>33</sup> per ad)

**50 Ads:** \$448 (\$8<sup>96</sup> per ad)

**100 Ads:** \$784 (\$7<sup>84</sup> per ad)

**UMFM website banner ad: \$33<sup>60</sup> per month**

*(umfm.com averages 9,000 distinct hits each month)*

*All of our prices include production costs, but we'll run your pre-produced ads too!*

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# SPONSORSHIP

Join our sponsorship program to get your message  
across to a targeted audience:

## SPONSOR A SHOW

**3 ads over 1-2 hours** of programming a week

**12 ads a month, 156 ads a year**

**\$470<sup>00</sup> or \$36<sup>00</sup> per month**

## SPONSOR A GENRE OR WEEKLY TIME SLOT

**5 ads over 4 hours** of programming a week

**20 ads a month, 260 ads a year**

**\$780<sup>00</sup> or \$60<sup>00</sup> per month**

we offer special ad pricing for not for profits. If you fit  
this bill, email sales at [umfm.com](mailto:sales@umfm.com) to get more info.



# PLEDGE O-RAMA FRIENDS WITH BENEFITS CARD

As part of our yearly funding drive we offer anyone who  
donates to UMFM one of our famous Friends with  
Benefits discount cards! There is no cost for being part  
of our Friends with Benefits program except for the  
discount that you offer our card holders. - It's a great way  
to attract new customers!

This is a great way for us to support your organization  
and for your organization to support us. Your business  
will be mentioned constantly on air during the  
Pledge-O-Rama week, included as part of the regular  
mail out we send to all of donors throughout the year,  
and on our website and social media sites throughout  
the year encouraging the use of the Friends with  
Benefits card.

We'll also gladly offer you discounts on all of our other  
advertising programs if you decide to participate in the  
Friends With Benefits card program.