# UMFM ATA 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.

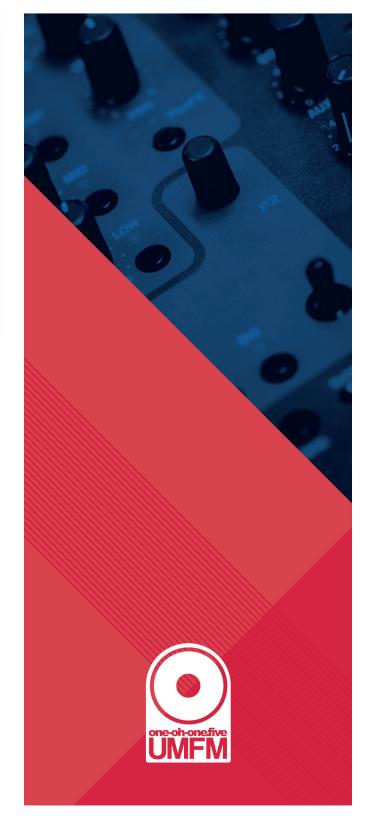
Our 1200 watt signal is clearly received by a population of close to 750,000, including Winnipeg and environs. Based on a commercial subscribers BBM report, our weekly cume is approximately 40,000.

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.







### 3 MONTHS

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

Banner on www.umfm.com

UMFM sponsor tag

\$560°° or \$186°° per month

### 6 MONTHS

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

Banner on www.umfm.com

UMFM sponsor tag

\$840° or \$140° per month

#### 1 YEAR

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

Banner on www.umfm.com

UMFM sponsor tag

\$1120°0 or \$9333 per month

## AD RATES à la carte

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

20 Ads: \$201 (\$10° per ad)

30 Ads: \$280 (\$933 per ad)

50 Ads: \$448 (\$896 per ad)

100 Ads: \$784 (\$784 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 tool

### 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° or \$36° 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°° or \$60°° per month

we offer special ad pricing for not for profits. If you fit this bill, email sales at UMFM.com to get more info.



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.