



A VILLAGE VISIT

Who Listens?

A recent survey* shows that Village 900 now reaches over 12,000 people per week on Southern Vancouver Island and the Lower Mainland of BC.

Since signing on with our Global Roots format in Sept. of 2000, we've increased our listeners in all age groups, including 25 - 35 with the largest increase in male listeners - up 124%! Our core listeners remain the 35-64 age group with everyone tuning in for longer periods throughout the week.

** Fall 2006 Bureau of Broadcast Measurement*

Educational Focus

Camosun College's Applied Communication students receive "hands-on" training at Village 900, one of Western Canada's foremost broadcast teaching facilities.

Village 900 also broadcasts an award-winning education program "On Course" to over 200 students each year.

ALL ABOUT VILLAGE 900

Village 900 (CKMO) is a unique, non-profit, campus-based, instructional radio station located at Camosun College in Victoria.

On Sept. 4, 2000, CKMO radio blossomed into Village 900, a 10,000-watt radio station at 900 AM. With the flick of a switch, the broadcast range expanded to cover southern Vancouver Island, the lower mainland, and the northern part of Washington State - a potential audience of 1.5 million listeners.

Our mandate is threefold; to provide an alternative radio service to the people of Victoria, to train broadcast students in co-operation with the Applied Communication Program at Camosun College, and to produce, and air educational programming for university transfer credit.

Operated by the non-profit CKMO Radio Society, Village 900's music programming format is Global Roots, a contemporary mix of folk, roots, and world-beat music. We have a fresh voice

with a music policy that reflects the multicultural nature of our community, and public affairs programming, that brings a global perspective to the airwaves in Victoria.

Village 900 receives funding from a number of sources, including corporate underwriting, fundraising, sponsorships, listener support, and Camosun College operating grants.

Quotes from Village 900 Listeners

"I love your station ever since discovering it a year ago. Your selections are inspiring and make station surfing a thing of the past. Congratulations!" Eileen P, Victoria

"Thank you for being! You have turned me on to such good music. It's so refreshing!" Gail K, Victoria

In the Community

Partnerships with local promoters and venues allow us to bring an array of local and international Global Roots artists to Victoria stages. This past year we partnered in many local concerts, featuring artists such as Sara Marreiros, David Francey, The Bills, The Wailin' Jennys, Galitcha, Ron Sexsmith, Adonis Puentes, and more.

We sponsor numerous, exciting, community events, including Organic Island Festival, Jazzfest, Fringe Festival, Islands Folk Fest, and Night of Artists.

We co-sponsor challenging, and interesting movie premieres such as *Scared Sacred*, *Palestine Trilogy*, and several documentary films in the Victoria Independent Film & Video Festival.

SPONSORSHIP OPPORTUNITIES

Village 900 is dedicated to promoting issues, ideas, and talent to educate, inform, and entertain our community. Corporate sponsorship assists in underwriting the cost of expansion, and ensures the continuation of quality, non-profit broadcasting on Village 900.

Offering uncluttered, exclusive, and affordable advertising opportunities, Village 900 is a unique, professional alternative to commercial radio. Companies partnering with Village 900 meet a variety of marketing and public relations objectives, and receive the opportunity to present their business to a significant audience of like-minded individuals.

We offer sponsorship packages that start at \$350 for four weeks of recognition, and up to \$5,000 for 52 weeks of recognition. This exposure allows you to:

- Reach an exclusive audience
- Build community awareness of your company and / or products / services
- Develop corporate image and achieve name recognition
- Increase your customer or client base
- Gain consumer recognition and appreciation for your commitment to non-profit radio in Victoria
- Help ensure the future of non-profit radio in Victoria

Our packages can be tailored to meet your company's needs and goals. Just let us know what you want to achieve, and we will make it happen!

For more information about becoming a sponsor of Village 900, please contact Jemma Lee, Fundraising / Sponsorship Coordinator, at 250.370.3657 or by email at sponsor@village900.ca. Or visit us online at www.village900.ca for more details.

Listen from your desktop!

Listen to Village 900 on your desktop at www.village900.ca. We welcome any comments or suggestions, and hope we can work together to help keep our voice strong.

Our Programs:

**Global Roots Music
Putumayo World Music Hour
The Bioneers Island Parent Radio
BBC World Service News
Woodsongs Old-Time Radio Hour
Public Radio Exchange
Network Europe**

VILLAGE 900 LISTENER COMMENTS

I just wanted to take a moment to thank you for taking the time on Wednesday to meet with me and give me a personal tour of HQ! I left the station feeling upbeat and optimistic that there many more people who thrive on cross-cultural communication than one would think by reading world news. I applaud your important contribution, providing such a wonderful diversity of music from the global village to an appreciative group of devoted listeners.

I just discovered you... and what a great radio station you are! I was SO pleased when I found out you're a Victoria station! I've never heard another station like you, and hope you're around for a long, long time.

I just want to say that I am continually impressed by the versatility and quality of your play-list.
You have a real gift there...

I would like to say that you guys have the best radio station - hands down. I have never once had to leap from my chair to find another channel because of dreadful content, like I do with most other stations - and let me assure you that I would rather not have to do that, especially when driving.

**Congratulations on a great music format.
It's so refreshing.**

Love the music and listen all day and telling all my buddies.

One day I landed on Village 900 and I've never left. Great music lifts my spirits; I'm more informed about local news and events and I appreciate the access to a European perspective on international news. I now listen to you at home but I've just realized that my radio alarm is still set to CBC and I wake up to a very gloomy outlook on the world, I will be changing that when I get home so tomorrow I'll be waking up with Village 900. Glad you're on the airways.

Just wanted to congratulate Village 900 for offering a great alternative to the other stations. I particularly enjoy the world music selections and the BBC and UN News Broadcasts. Again, congratulations and keep it up!

The music you stream is awesome!! I stumbled across it just today and I am already a devoted listener.

I just wanted to let you know I love you guys! I have lived in big cities and you play the best selection of fun, wonderful and interesting music I've ever had the pleasure to listen to. I found you about a year ago and you are just about the only station I listen to any more.

I listen to your radio station, 24/7. In my car, home, the beach and at work. I enjoy all your staff/shows; you are doing a great job!!!

Amazing Station!!!! Thank you for all the wonderful music you play... it lifts my spirit every morning and throughout the day... the youth I work with are able to hear a groovy alternative radio station with local ads and student voices!!!



VILLAGE 900 LISTENER PROFILE

Who will you talk to?

Every radio station has a target audience, and in the simplest terms, it is a group of people to which the station is trying to appeal. By playing certain types of music, reporting on certain types of news, and announcing certain events, a radio station tries to attract that group.

Similarly, the programming and image of Village 900 has been designed to appeal to a specific target audience. In order to effectively speak to that target audience, hosts and presenters on Village 900 have to know what interests that audience.

A typical listener of Village 900:

- is between the ages of 30-50
- is affluent
- is a parent
- is educated, and most have attended (or are still attending) College or University
- travels
- is multicultural, and many can speak a second language
- is concerned about the environment, social events, and world issues
- probably considers themselves political and may be involved in formal politics
- supports local businesses as opposed to large chains
- tends to read periodicals such as Monday Magazine, Geist Magazine or Utne
- appreciates theatre and the arts
- goes to movies at Cinecenta, The Vic Theatre, or University Cinemas
- seeks a sustainable lifestyle
- enjoys outdoor activities, such as hiking, kayaking, and biking
- chooses to car pool, take the bus, or ride their bike to work
- supports local musicians and attends music festivals such as Jazzfest and Islands Folk Festival
- also listens to CBC Radio, Victoria

When it comes to radio, our listeners like CKMO because it is different than other radio station in Victoria, and CKMO gives them something they can't hear anywhere else.



VILLAGE 900

CONNECTING WITH CUSTOMERS

Creating Recognition

Countless studies prove frequency is the most important component of a successful advertising campaign. Consistent, ongoing advertising builds familiarity and trust, resulting in sales.

Achieving Success

Success stories come from companies who regularly advertise. It maximizes both their investment and subsequent returns.

Building Blocks

Relying on word-of-mouth referrals and expecting past customers to be loyal is often not enough in today's competitive market. Advertising with Village 900 educates and builds relationships with new clients, while reaching previous customers and strengthening bonds with them.

Dedicated Listeners

Once they find us, listeners usually become very committed to Village 900. Many financially contribute to the station, and take pride in the role we play in our community. Given this supportive nature, they are willing to put significant trust in those who advertise on Village 900.

Encouraging Emotion

Listeners believe radio advertising is directed to them personally, rather than designed for the masses. "Their" station satisfies personal needs and wants, reaching them on an

emotional, relevant level. Personalization of the radio format carries over to the perception of the ads - "their" station would only carry ads that would be of interest to them.

Buying Cycles

Our listeners look for and buy products and services all year long. Be ready for them by advertising on an ongoing basis. Regardless of when they are looking to buy, they will remember your message.

Ensuring Affordability

As a non-profit society, we understand the difficulties of working with very limited or non-existent budgets. We created our packages with affordability in mind, with prices that include ad creative and production. Packages also include an option to place a banner ad on our much visited website, with a link back to your site, thus magnifying your potential reach.

In addition, the per ad pricing drops when you choose a package of longer duration.

Media Synergy

Radio is a potent alternative to other media, and should be strongly considered as part of an advertisers' media mix. It is an important way to communicate with those already reached by other media, as well as those who are missed or underserved.



VILLAGE 900 CORPORATE SPONSORSHIP

Global Roots Sponsorship

Global Roots is a fine blend of World Beat, Roots and Folk Music. From The Be Good Tanyas to TransGlobal Underground, and all points in between, listeners take a musical trip around the world with Global Roots.

Packages and Rates

As a Corporate Sponsor of Global Roots, Victoria's most unique music format, you receive:

- 15 Weekday sponsorship credit identifications per week. Daytime sponsorship ID's air in rotation between 6 am, and midnight, Monday to Friday
- 6 Weekend sponsorship credit identifications between 6 am, and midnight, Saturday to Sunday

Length of Run	Cost
4 weeks	\$650
13 weeks	\$1,550
26 weeks	\$2,800
52 weeks	\$5,000

Prices do not include GST. Packages are PST exempt.

Additional Options

- Receive a 50% discount on Website Banner Advertising when you book a Sponsorship Package of 8 weeks or longer. Artwork not included. *

Village 900 restricts the number of Global Roots full Corporate Sponsors to 4 to ensure our partners receive maximum exposure on our airwaves in an uncluttered environment.

** OTHER DISCOUNTS ARE AVAILABLE FOR MULTIPLE PACKAGES. Ask for details.*



VILLAGE 900 CORPORATE SPONSORSHIP

BBC World Service News Sponsorship

Village 900 features weekday, headline newscasts from the BBC World Service in London. Heard no where else in Victoria or the Lower Mainland during these times, the 5-minute world news updates air 8 times a day, weekdays at 7 am, 8 am, 9 am, and 10 am, and at 2 pm, 3 pm, 4 pm, and 5 pm.

Packages and Rates

As a Corporate Sponsor of the BBC News, you receive:

- 4 x 15 second corporate sponsor credit identifications immediately following the BBC News' 8 daily newscasts each weekday (The ID times are either odd or even hours. i.e. 7am 9am, 3pm, and 5pm, or 8am, 10am , 2pm, and 4pm.)
- 5 Sponsor credit mentions per week during promotional announcements

Length of Run	Cost
4 weeks	\$ 950
13 weeks	\$ 2,100
26 weeks	\$ 3,900
52 weeks	\$ 6,000

Prices do not include GST. Packages are PST exempt.

Additional Options

- Receive a 50% discount on Website Banner Advertising when you book a Sponsorship Package of 8 weeks or longer. Artwork not included. *

Village 900 restricts the number of BBC News sponsors to two. This ensures our corporate Partners receive maximum exposure on our airwaves in an uncluttered environment.

** OTHER DISCOUNTS ARE AVAILABLE FOR MULTIPLE PACKAGES. Ask for details.*



VILLAGE 900 CORPORATE SPONSORSHIP

Local Weather Sponsorship

Village 900 features Local Weather announcements every weekday during peak times in the morning, and afternoon shows. The morning show runs from 6am to 10am, and the afternoon show runs from 2pm to 6pm.

The sponsorship identifications will be read live by the presenters of each show.

Packages and Rates

As a Corporate Sponsor of the Local Weather, you will receive:

- 1 x 15 second corporate sponsor credit identifications immediately following the Traffic Report at ten minutes to the hour, for **either odd or even hours**, during the morning show Monday to Friday
- 1 X 15 Second corporate sponsor credit mentions per hour, for either odd or even hours, during the afternoon show Monday to Friday

Length of Run	Cost
4 weeks	\$ 600
13 weeks	\$ 1,350
26 weeks	\$ 2,250
52 weeks	\$ 3,900

Prices do not include GST. Packages are PST exempt.

Additional Options

- Receive a 50% discount on Website Banner Advertising when you book a Sponsorship Package of 8 weeks or longer. Artwork not included. *

Village 900 restricts the number of Local Weather sponsors to two. This ensures our corporate partners receive maximum exposure on our airwaves in an uncluttered environment.

**OTHER DISCOUNTS ARE AVAILABLE FOR MULTIPLE PACKAGES. Ask for details.*



VILLAGE 900 CORPORATE SPONSORSHIP

The Woodsongs Old-Time Radio Hour Sponsorship

The Woodsongs Old-Time Radio Hour is an upbeat hour of folk and roots music featuring the best acoustic artists in North America. Featuring the very popular host Michael Johnathon, the show is dedicated to introducing new, grassroots, independent artists from around the world, plus interviews, live performances, and CD releases by major acoustic artists like Shawn Colvin, Pete Seeger, and Keb Mo.

The Woodsongs Old-Time Radio Hour airs Sunday mornings at 10:00, and Wednesday evenings at 7:00.

Packages and Rates

As the Exclusive Corporate Sponsor of Woodsongs Old Time Radio Hour, you will receive:

- 1, 15 second opening credit per program
- 1, 15 second closing credit per program
- 5 sponsor credit mentions per week during promotional announcements

Length of Run	Cost
4 weeks	\$400
13 weeks	\$975
26 weeks	\$1,600
52 weeks	\$2,600

Prices do not include GST. Packages are PST exempt.

Additional Options

- Receive a 50% discount on Website Banner Advertising when you book a Sponsorship Package of 8 weeks or longer. Artwork not included. *

Village 900 restricts the number of Woodsongs Old Time Radio Hour full Corporate Sponsors to 1 to ensure our partner receives maximum exposure on our airwaves in an uncluttered environment.

**OTHER DISCOUNTS ARE AVAILABLE FOR MULTIPLE PACKAGES. Ask for details.*



VILLAGE 900 CORPORATE SPONSORSHIP

The Putumayo World Music Radio Hour Sponsorship

The Putumayo World Music Hour

Putumayo World Music, one of the finest world music record labels, brings years of experience and knowledge to The Putumayo World Music Radio Hour. Produced in San Francisco, the show features appealing and accessible music from many cultures. Playlists include well-known names like Bob Marley, David Byrne, Sting, and Santana, and many exceptional, underexposed, international artists. The show also features interviews with world-class artists who are influenced by, and eagerly support world music, including Los Lobos, Joan Osborne, and Taj Mahal.

The Putumayo World Music Radio Hour airs Sunday at 11:00am, and Thursday at 7:00pm.

Packages and Rates

As Exclusive Corporate Sponsor of The Putumayo World Music Radio Hour, you receive:

- 1, 15 second opening credit per program
- 1, 15 second closing credit per program
- 10 sponsor credit mentions per week during promotional announcements

Length of Run	Cost
4 weeks	\$400
13 weeks	\$975
26 weeks	\$1,600
52 weeks	\$2,600

Prices do not include GST. Packages are PST exempt.

Additional Options

- Receive a 50% discount on Website Banner Advertising when you book a Sponsorship Package of 8 weeks or longer. Artwork not included. *

Village 900 restricts the number of Putumayo World Music Hour full Corporate Sponsors to 1 to ensure our partner receives maximum exposure on our airwaves in an uncluttered environment.

** OTHER DISCOUNTS ARE AVAILABLE FOR MULTIPLE PACKAGES. Ask for details.*



VILLAGE 900 CORPORATE SPONSORSHIP

Network Europe

Network Europe provides a fresh perspective on events and life in Europe, with its pan-European team linking up across the continent each week. Radio Netherlands Worldwide is now a major partner in the production of the programme.

Network Europe is a unique example of European co-operation, produced by the continent's leading international broadcasters, and it reflects the diversity of European society and voices.

Each week the show drops in on specialists from around Europe and catches up on their extensive network of correspondents with their unique take on the events shaping the week.

Network Europe is heard twice a week on Saturday mornings at 11:00, and Wednesday afternoons at noon.

Packages and Rates

As the Exclusive Corporate Sponsor of *Network Europe* you will receive:

- 1, 15 second opening credit per program
- 1, 15 second closing credit per program
- 10 sponsor credit mentions per week during program promotional announcements.

Length of Run	Cost
4 weeks	\$350
13 weeks	\$700
26 weeks	\$1,100
52 weeks	\$1,700

Prices do not include GST. Packages are PST exempt.

Additional Options

- Receive a 50% discount on Website Banner Advertising when you book a Sponsorship Package of 8 weeks or longer. Artwork not included. *

Village 900 restricts the number of *Network Europe* full Corporate Sponsors to 1 to ensure our partner receives maximum exposure on our airwaves in an uncluttered environment.

DISCOUNTS ARE AVAILABLE FOR MULTIPLE PACKAGES. Ask for details.



VILLAGE 900 CORPORATE SPONSORSHIP

Island Parent Radio Sponsorship

Island Parent Radio

Hosted by Paul Abra, Publisher of Island Parent Magazine, and Allison Rees of LIFE Seminars, Island Parent Radio provides parents with tips, and practical advice on family dynamics. From toddlers to teens, Paul and Allison serve up a weekly dose of sound parenting advice liberally sprinkled with humour, and insight. Island Parent Radio is not just good advice for parents; it's good advice for anyone wanting to improve their human relations skills, and has proven popular with listeners who are young and old.

Island Parent Radio airs twice a week on Sunday mornings at 9:00, and on Tuesday evenings at 7:00.

Packages and Rates

As the Exclusive Corporate Sponsor of Island Parent Radio you will receive:

- 1, 15 second opening credit per program
- 1, 15 second closing credit per program.
- 5 sponsor credit mentions per week during program promotional announcements.

Length of Run	Cost
4 weeks	\$400
13 weeks	\$975
26 weeks	\$1,600
52 weeks	\$2,600

Prices do not include GST. Packages are PST exempt.

Additional Options

- Receive a 50% discount on Website Banner Advertising when you book a Sponsorship Package of 8 weeks or longer. Artwork not included. *

Village 900 restricts the number of Island Parent Radio full Corporate Sponsors to 1 to ensure our partner receives maximum exposure on our airwaves in an uncluttered environment.

****OTHER DISCOUNTS ARE AVAILABLE FOR MULTIPLE PACKAGES. Ask for details.***



VILLAGE 900 CORPORATE SPONSORSHIP

The Bioneers

Bioneers are biological pioneers who are working with nature to heal nature, and ourselves. Coming from many cultures and perspectives, and all walks of life, Bioneers conduct programs in the conservation of biological, and cultural diversity, traditional farming practices, and environmental restoration. Their vision of environment encompasses the natural landscape, cultivated landscape, biodiversity, cultural diversity, watersheds, community economics, and spirituality.

The goal of Bioneers is restoration, addressing the interdependent array of economics, jobs, ecologies, cultures, and communities. The Bioneers Radio Series takes excerpts of presentations from the annual Bioneers conference, and replays them in a cohesive, dynamic, and inspiring half hour program.

The Bioneers airs twice per week on Tuesdays from 12:00-12:30pm, and Saturdays from 10:00 - 10:30am.

Packages and Rates

As the Exclusive Corporate Sponsor of The Bioneers you receive:

- 1x15 second opening sponsorship credit per program
- 1x15 second closing sponsorship credit per program
- 10 sponsor tag credits per week on program promotional announcements

Length of Run	Cost
4 weeks	\$400
13 weeks	\$975
26 weeks	\$1,600
52 weeks	\$2,600

Quoted prices do not include GST. Advertising packages are PST exempt.

Additional Options

- Receive a 50% discount on Website Banner Advertising when you book a Sponsorship Package of 8 weeks or longer. Artwork not included. *

Village 900 restricts the number of The Bioneers full Corporate Sponsors to 1 to ensure our partner receives maximum exposure on our airwaves in an uncluttered environment.

DISCOUNTS ARE AVAILABLE FOR MULTIPLE PACKAGES. Ask for details.



VILLAGE 900 CORPORATE SPONSORSHIP

Public Radio Exchange

Public Radio Exchange

The Public Radio Exchange (PRX) is a web-based bridge between producers, and stations. The partnership provides good homes to good works, more broadcast opportunities for the people who create them, and new sparks of freedom, imagination, initiative, and creative vision for a mature public radio field.

A wide range of features are available through the PRX, including documentaries, interviews, commentary, news features, essays, and more. The topics are varied, from stories on art, education, family, women, and youth to politics, labour, environment, science, technology, health, and food.

Public Radio Exchange airs twice per week on Mondays from 12:00-12:30pm and Saturdays from 10:30 - 11:00am. Unlike other shows aired on the station, Village 900 station pays to air PRX programs.

Packages and Rates

As the Exclusive Corporate Sponsor of Public Radio Exchange you receive:

- 1, 15 second opening credit per program
- 1, 15 second closing credit per program
- 10 sponsor credit mentions per week during promotional announcements

Length of Run	Cost
4 weeks	\$450
13 weeks	\$1,075
26 weeks	\$1,875
52 weeks	\$2,800

Prices do not include GST. Packages are PST exempt.

Additional Options

- Receive a 50% discount on Website Banner Advertising when you book a Sponsorship Package of 8 weeks or longer. Artwork not included. *

Village 900 restricts the number of Public Radio Exchange Corporate Sponsors to 1 to ensure our partner receives maximum exposure on our airwaves in an uncluttered environment.

DISCOUNTS ARE AVAILABLE FOR MULTIPLE PACKAGES. Ask for details.



VILLAGE 900 CORPORATE SPONSORSHIP

IN REVUE Sponsorship

We have two cost-effective ways for you to promote your event to the Village 900 community. IN REVUE is Village 900's twice daily Arts and Entertainment preview, highlighting what's coming up in the local world of theatre, art, dance, music, and community events. This arts and entertainment calendar for Victoria airs weekdays at 7:20 am, and 4:20 pm.

Keynote Sponsorship Packages and Rates

A Keynote Sponsorship provides you with the highest profile. As the exclusive Keynote Sponsor you receive:

- 2 x name only intro announcements every weekday
- 2 x 15 second live extro sponsorship acknowledgement announcements every weekday
- daily promotional program sponsorship name acknowledgements throughout the week (5 minimum)

Length of Run	Cost	Cost Per
2 weeks	\$325	\$10.83
4 weeks	\$600	\$10.00

Packages do not include GST. Packages are PST exempt.

Underwriter Sponsorship Packages and Rates

An Underwriter Sponsorship guarantees inclusion of your event within our Arts and Entertainment feature at a price that fits the tightest promotional budget. As an Underwriter Sponsor you receive:

- 2 x 15 second extro announcements of your event every weekday and acknowledgement of your underwriter support

Length of Run	Cost	Cost Per
2 weeks	\$225	\$11.25
4 weeks	\$425	\$10.62

Sponsorship Advertising Packages do not include GST and are PST exempt.

Additional Options

- Receive a 50% discount on Website Banner Advertising when you book a Sponsorship Package of 8 weeks or longer. Artwork not included. *

****OTHER DISCOUNTS ARE AVAILABLE FOR MULTIPLE PACKAGES. Ask for details.***



THE VILLAGER CORPORATE SPONSORSHIP

The Villager Sponsorship

The Villager

The Villager is Village 900's printed program guide. The 16-page magazine is packed with interesting, informative, and alternative articles. Past issues have included stories about houses made from dirt, the First Nations archives at the Royal BC Museum, green fuel made from deep fryer oil, urban greenways, and solar energy.

The magazine features interviews with artists and personalities, like musician James Keelaghan, Cortez Island painter June Cameron, and futurist Dr. Derrick de Kerckhove. It also includes sheet music readers can play along to, and recipes they can try out; from how to make great soil, to exotic dishes from places like Cape Verde.

The Villager is produced three times per year in April, September, and January with 4,000 copies circulated. The guide is available at numerous distribution points located all over Victoria, and is mailed to over 150 individuals who made financial donations to the station in the past year. In addition, hundreds of people download The Villager from www.village900.ca.

Packages and Rates

Become a Corporate Sponsor of The Villager when you purchase an advertisement.

Type	Dimensions (vertical or horizontal)	Black & White	Black + 1 Colour (pre-selected)
Business Card Ad	3.5" x 2.0"	\$195	\$275
Banner Ad	7.0" x 2.0"	\$350	\$395

Prices do not include GST. Packages are PST exempt.

Rate is per issue. Multiple insertion discounts are available.

Camera-ready artwork must be provided. Layout services are not included in these prices.



WEBSITE BANNER AD CORPORATE SPONSORSHIP

Website Banner Ad

Hundreds of people listen to Village 900 online at www.village900.ca, and a significant number of others visit the website for concert details, “what did we play” listings, *The Villager* program guide, prize giveaways, and other information.

A rotating banner ad on our website offers substantial exposure to those you are trying to attract, and current customers, by highlighting your business, and offering a direct link to your website.

Packages and Rates

Become a Corporate Sponsor of Village 900’s website when you purchase a banner ad.

Length of Run	Cost
4 weeks	\$400
8 weeks	\$575
13 weeks	\$775
26 weeks	\$1,025
52 weeks	\$1,600

Packages do not include GST and are PST exempt.

Website banner ad creative is not included in the above prices.*

Client must provide a website banner ad that meets the following requirements:

- 468 pixels wide X 60 pixels high
- jpeg or gif format

Village 900 reserves the right to reject any banner ad that is so large it affects the download performance of the page on which it is mounted.

**Village 900 will design a banner ad in consultation with the client for an additional \$100.*



VILLAGE 900 SPONSOR GUIDELINES

An entire sponsorship announcement may not exceed 15 seconds, including the sponsor name, and, if applicable, the name of the program sponsored.

- 1) Sponsorship messages may include:
 - a. The name of the organization
 - b. A corporate logo or slogan
 - c. Location
 - d. Telephone number
 - e. Email or website address
 - f. Descriptions of a product line or service
 - g. Trade names, product or service listings that aid in identifying the company

- 2) Sponsorship messages may not include:
 - a. Comparative description of a company, its products or services. (E.g. We're the largest car dealer on Vancouver Island, We have the best bagels in the city)
 - b. Pricing information or indication of associated savings or value. (E.g. The lowest prices, widgets for only \$4.99)
 - c. Logos or slogans that contain comparative or qualitative descriptions.
 - d. More than three trade names, product or service listings in a single announcement.
 - e. Any form of misrepresentation
 - f. False or misleading information
 - g. Promotion of a product that is covered under the Food and Drug Act that has not been approved by the federal Health Ministry
 - h. Messages directed to children or minors that contravene the Advertising Standards Council Broadcast Code for Advertising to Children
 - i. Messages for alcoholic beverages that contravene the CRTC's Code for Broadcast Advertising of Alcoholic Beverages

- 3) Production of the sponsorship messages may not include:
 - a. A voiceover other than Village 900 production staff.
 - b. Background music, audio sound effects or multiple voices.

- 4) No pre-produced sponsorship announcements, jingles, or musical themes will be accepted.

- 5) The CKMO Radio Society reserves the right to reject any material.