



# **Media Kit 2018**

Offices:

Hamilton (905) 388-8911

Haldimand (289) 284-1070

Email:

[advertising@thegrand.fm](mailto:advertising@thegrand.fm)



## **Greatest Hits of All Time**

### **#1 Station in Haldimand County!\***

The greatest popular hits of the late 60s, 70s and early 80s..... That's what this new radio station is all about!

Elton John, The Beatles, The Doors, Supertramp, The Eagles, Neil Diamond, Marvin Gaye, Donna Summer, The Rolling Stones, The Hollies, Fleetwood Mac and The Beach Boys – just some of the Grand artists you'll hear on 92.9 FM.

Targeting the Baby Boomer generation, the station is programmed to appeal to a **local audience**, complete with local news, weather and community information for Haldimand County and surrounding areas. ***Surprisingly though, almost 43% of the audience is under age 60!***

**The Grand launch – September 1, 2016.** Local, well known on-air personalities complement this new alternative to promote your business! Mornings start with **Peter Jaycock**. **Ted Yates** is in the midday chair, then **Rock 'n' Ray Michaels** hosts the afternoon drive show. **Shelly Marriage** and **Nicolina** share evening and weekend shifts.

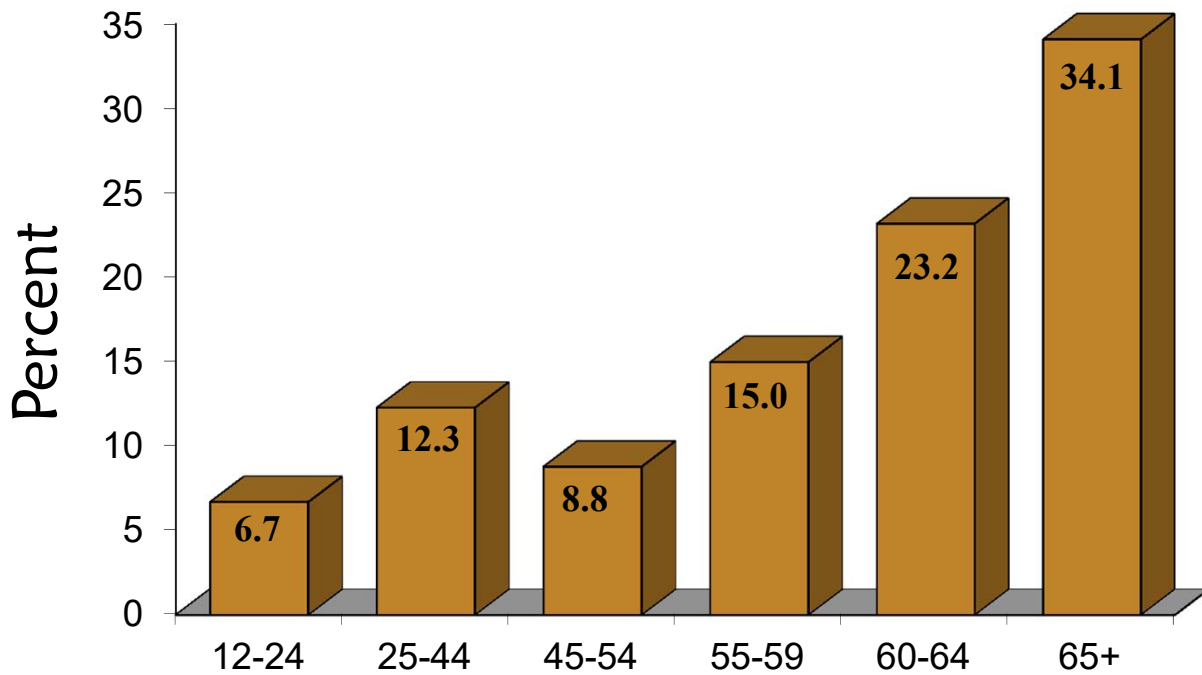
**92.9 The Grand**, is owned and operated by Durham Radio Inc., who also own and operate stations in Hamilton and Oshawa. The radio teams work and live in the communities the stations serve and are committed to delivering great value for both listeners and advertisers.

\*Source: Numeris, Fall 2017, All Persons 12+

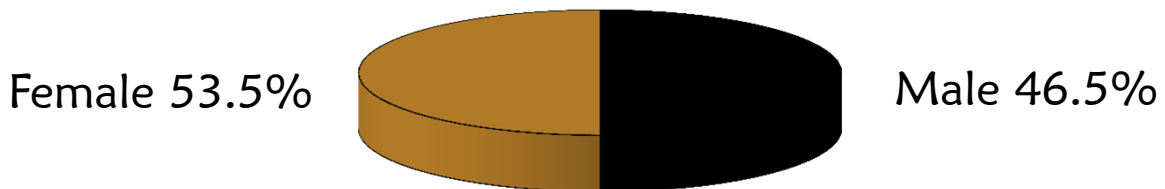
# Audience Profile

22,400 listeners tune in weekly

## Age



## Gender



CHTG-FM

Dial Position: 92.9 FM





## **Weekday News Sponsorship**

People rely on radio all day long for their news. The Grand /Durham Radio news team delivers current, up-to-date local news seven days a week to Haldimand County and surrounding area.

Sponsorship of **92.9 The Grand** news, Monday to Friday, offers a credible, prestigious environment to enhance your business image. Your message is presented as the exclusive sponsor.

### **Sponsorship includes:**

- 1 opening name credit daily (5 wkly)
- 1 x 30 second commercial daily in newscast (5 wkly)

### **You may choose one of the 3 rotations of newscasts:**

- 6:00 a.m. – 9:00 a.m. (on the half hour)
  - 12:00 noon
- 4:00 p.m. – 6:00 p.m. (on the hour)

**Weekly Investment: \$175.00**



## **Weekend News Sponsorship**

People rely on radio all day long for their news. The Grand /Durham Radio news team delivers current, up-to-date local news seven days a week to Haldimand County and surrounding area.

Sponsorship of **92.9 The Grand** news, Saturday to Sunday, offers a credible, prestigious environment to enhance your business image. Your message is presented as the exclusive sponsor.

### **Sponsorship includes:**

- 1 opening name credit (5 wkly)
- 1 x 30 second commercial in newscast (5 wkly)

### **Commercials rotate through these newscasts:**

- Saturdays, 7:00 a.m. – noon (on the hour)
- Sundays, 10:00 a.m. – 1:00 p.m. (on the hour)

**Weekly Investment: \$175.00**



## **Weather Report Sponsorship Weekdays**

Monitoring all the resources available, The Grand covers the weather in Haldimand County and the surrounding area. Local residents want local weather and The Grand delivers!

### **Sponsored weather reports air twice per hour:**

Monday to Friday 9 a.m. to 6 p.m.

**Your message is presented as the exclusive sponsor, and each sponsored weather report includes:**

1 opening name credit  
1 x 15 second commercial

### **Weekly Investment:**

5 per week: \$90 weekly  
10 per week: \$160 weekly  
20 per week: \$300 weekly  
Minimum 6 weeks



## **Weather Report Sponsorship Weekends**

Monitoring all the resources available, The Grand covers the weather in Haldimand County and the surrounding area. Local residents want local weather and The Grand delivers!

### **Sponsored weather reports air between these hours:**

Saturday 7 a.m. to 6 p.m.

Sunday 9 a.m. to 6 p.m.

You'll receive a total of 8 each weekend

**Your message is presented as the exclusive sponsor, and each sponsored weather report includes:**

- 1 opening name credit
- 1 x 15 second commercial

**Weekly Investment: \$115.00**

Available to four sponsors only

Minimum 6 weeks





**CHTG-FM 92.9**  
 Durham Radio Inc.  
 282 Argyle St. South, Unit 4  
 Caledonia, Ontario N3W 1K8  
 Telephone: (289) 284-1070  
 Email: advertising@thegrand.fm

**RATE CARD #1**  
 Effective September 1, 2016

Memberships: Numeris, OAB  
[www.thegrand.fm](http://www.thegrand.fm)

**60 SECOND COMMERCIALS**

BREAKFAST 5:30 am – 10 am	MIDDAY 10 am – 3 pm	AFTERNOON 3 pm – 8 pm	EVENING 8 pm - Midnight	OVERNIGHT Midnight – 5:30 am
<b>\$54</b>	<b>\$50</b>	<b>\$53</b>	<b>\$26</b>	<b>\$7</b>

**30 SECOND COMMERCIALS**

BREAKFAST 5:30 am – 10 am	MIDDAY 10 am – 3 pm	AFTERNOON 3 pm – 8 pm	EVENING 8 pm - Midnight	OVERNIGHT Midnight – 5:30 am
<b>\$37</b>	<b>\$34</b>	<b>\$36</b>	<b>\$18</b>	<b>\$5</b>

<b>REACH PLAN ONE</b>		<b>60 sec. \$47</b>	<b>30 sec. \$32</b>
BREAKFAST 5:30 am – 10 am	MIDDAY 10 am – 3 pm	AFTERNOON 3 pm – 8 pm	
<b>1/3</b>	<b>1/3</b>	<b>1/3</b>	

<b>REACH PLAN TWO</b>		<b>60 sec. \$38</b>	<b>30 sec. \$26</b>
BREAKFAST 5:30 am – 10 am	MIDDAY 10 am – 3 pm	AFTERNOON 3 pm – 8 pm	EVENING 8 pm - Midnight
<b>1/4</b>	<b>1/4</b>	<b>1/4</b>	<b>1/4</b>

Reach Plan minimum 21 commercials. Schedules run Monday to Sunday. Shortened weeks add 15%. News, weather, and other feature rates available on request.

# CHTG-FM 92.9

**Studio Address:**

282 Argyle Street South, Unit 4  
Caledonia, Ontario N3W 1K8

**Website:** [www.thegrand.fm](http://www.thegrand.fm)**Telephone:** 289-284-1070**Email:** [advertising@thegrand.fm](mailto:advertising@thegrand.fm)**Personnel:**

President – Douglas E. Kirk  
Vice-President Operations & Programming – Steve Kassay  
Vice-President Sales – Steve Macaulay  
General Sales Manager – Wally Sollows  
Traffic Manager – Cathy Phillippo  
Creative Director – Craig Roumey  
Promotions – Kathleen Cullen

**National Representatives:**

Target Broadcast Sales, Toronto, Montreal, Halifax, Calgary, Vancouver [www.targetbroadcast.com](http://www.targetbroadcast.com)

---

**GENERAL ADVERTISING**

All announcements and programs must conform to the Code of Ethics of the Canadian Association of Broadcasters, terms set by the Canadian Association of Broadcasters, the requirements of the station's management and the regulations of the Canadian Radio-television and Telecommunications Commission. CHTG-FM reserves the right to re-schedule announcements to the next best time available. Sponsored programs given preference over announcements.

**COMMISSION**

15% agency commission on station rates payable to all CAB and franchised advertising agencies.

**TERMS**

Invoices rendered monthly. Invoices are due and payable when rendered. All invoices payable in Canadian funds. Any additional terms, if any, will be listed on the broadcast order. VISA, Mastercard and American Express cards accepted. Overdue accounts are subject to interest at the rate of 2% per month.

**RATES**

CHTG-FM reserves the right to change advertising rates at any time by the publication of a new rate card. Current contracts protected and honoured to expiry.

**CREATIVE INFORMATION AND DEADLINES**

All fully produced commercials and their instructions must reach the studios by 10:00 a.m. of the business day preceding the first broadcast. All information required for CHTG-FM to produce and schedule commercials must reach the studios by 10:00 a.m. three business days preceding the first broadcast.

**MAKE-GOODS**

CHTG-FM does not guarantee to provide make-goods for occasions missed because of the late arrival of copy or instructions. CHTG-FM reserves the right to make good any errors or omissions made by the station.

**DELAY, MODIFICATION OR CANCELLATION OF CONTRACTS**

The first two weeks of all contracts are non-cancellable. Two weeks written notice must be given for delay, modification or cancellation of contracts. Station features and remote broadcast bookings require four weeks written notice. Where volume discounts have been applied and contracts fall short of the qualified volume, amount of airtime run is subject to the higher rate earned.