

92.9 The Grand

Greatest Hits of All Time

2024 MEDIA KIT

FOR MORE INFORMATION CALL 905.388.8911



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 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, 42% 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 **Paul Brown**. **Ted Yates** is in the midday chair, then **Rock 'n' Ray Michaels** hosts the afternoon drive show. **Emily Rivers** is heard in the evening.

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 2019, All Persons 12+



CHTG-FM – Hamilton, Ontario

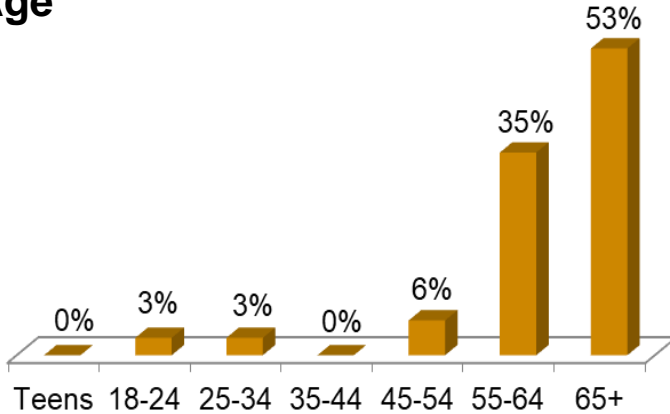
92.9 The Grand

Format: Classic Hits

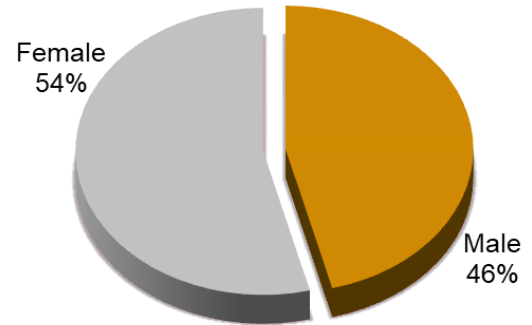
Numeris Originating Stations: FM: 4 AM: 3

Population: 743,916

Age



Gender



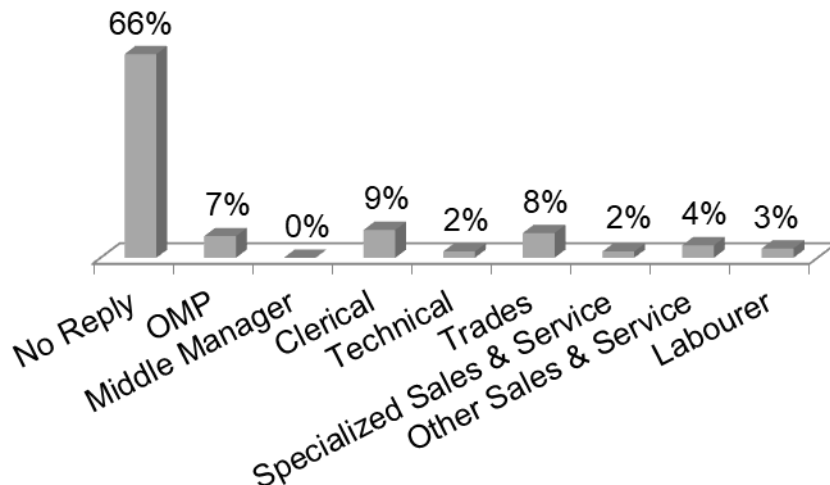
Education

No Reply	<High School	High School	College/Trade	University	Post Grad
3%	10%	20%	40%	21%	6%

Household Income

No Reply	<\$30,000	\$30,000-\$49,999	\$50,000-\$74,999	\$75,000-\$99,999	\$100,000-\$149,999	\$150,000-\$199,999	\$200,000+
11%	3%	15%	19%	20%	21%	7%	5%

Occupation



According to the Numeris Fall 2023 results, CHTG-FM has a weekly reach of 17,218 listeners. These consumers spent 146,000 hours weekly tuning in to CHTG-FM.

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.
589 Upper Wellington Street
Hamilton, Ontario L9A 3P8
Telephone: (289) 284-1070
Email: advertising@thegrand.fm

RATE CARD #1

Effective September 1, 2016

Memberships: Numeris, OAB

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
\$54	\$50	\$53	\$26	\$7

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
\$37	\$34	\$36	\$18	\$5

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

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

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

Owned and operated by Durham Radio Inc.

Studio Address:

589 Upper Wellington Street
Hamilton, Ontario L9A 3P8

Website: www.thegrand.fm

Telephone: 289-284-1070

Email: advertising@thegrand.fm

Personnel:

President – Douglas E. Kirk
Vice-President Operations & Programming – Steve Kassay
Vice-President Sales – Steve Macaulay
Sales Manager – Angela Reed
Program Director – Derm Carnduff
Traffic Manager – Cathy Phillippo
Creative Director – Terry Sweeney
Promotions – Emily Rivers/Katelyn Zsidi

National Representatives:

Target Broadcast Sales, Toronto, Montreal, Halifax, Calgary, Vancouver

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.

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.