

# CJAM FM

## ADVERTISE WITH US!

## WE ARE CJAM 99.1 FM

MUSIC | TALK | LOCAL

CJAM FM offers an effective and competitive platform for radio advertising. We are committed to engaging the community and partnering with businesses and other non-profits that reflect our mission of bringing under represented news, views, music, and information to the Windsor-Detroit airwaves. Our diverse programming can fit the needs of a broad range of organisations and businesses. We have bluegrass, folk, indie rock, loud punk, alternative, Caribbean, psychedelic, urban, and so many other genres of music spinning every week. We also have talk shows catering to the University of Windsor crowd and the local community including local politics, Lancer sports, the school of law, nursing students, STEM research, and more.

CJAM FM has brought coverage to the Multi-Cultural Council's Carrousel of Nations, Fiesta Latina, Concert of Colours, BluesFest Windsor, The Detroit Jazz Festival, Movement Detroit and so much more. CJAM staff can help you choose what program might fit with your brand or business. CJAM offers flexible daily rates for recurring ads at economical prices. Contact us to discuss what ad rates suit your needs.

"The Green Bean Cafe has partnered with CJAM for years as our only source of advertising. We couldn't be happier with the product and service CJAM offers."



*Kyle Lefaive*  
Co-owner, GBCB - Green Bean Cafe

"The Arab American National Museum in Dearborn MI has been collaborating with CJAM as a media partner on concert promotions for several years. CJAM is the only radio station in Metro Detroit that plays the artists we present, and their willingness to not only promote these concerts but also produce long-form interviews with the artists has been an invaluable element in the success of our programs. The station's leadership and program hosts are invariably professional, enthusiastic and a pleasure to work with. With its significant audience reach, we feel it has been a great promotional investment and look forward to continuing this creative collaboration."

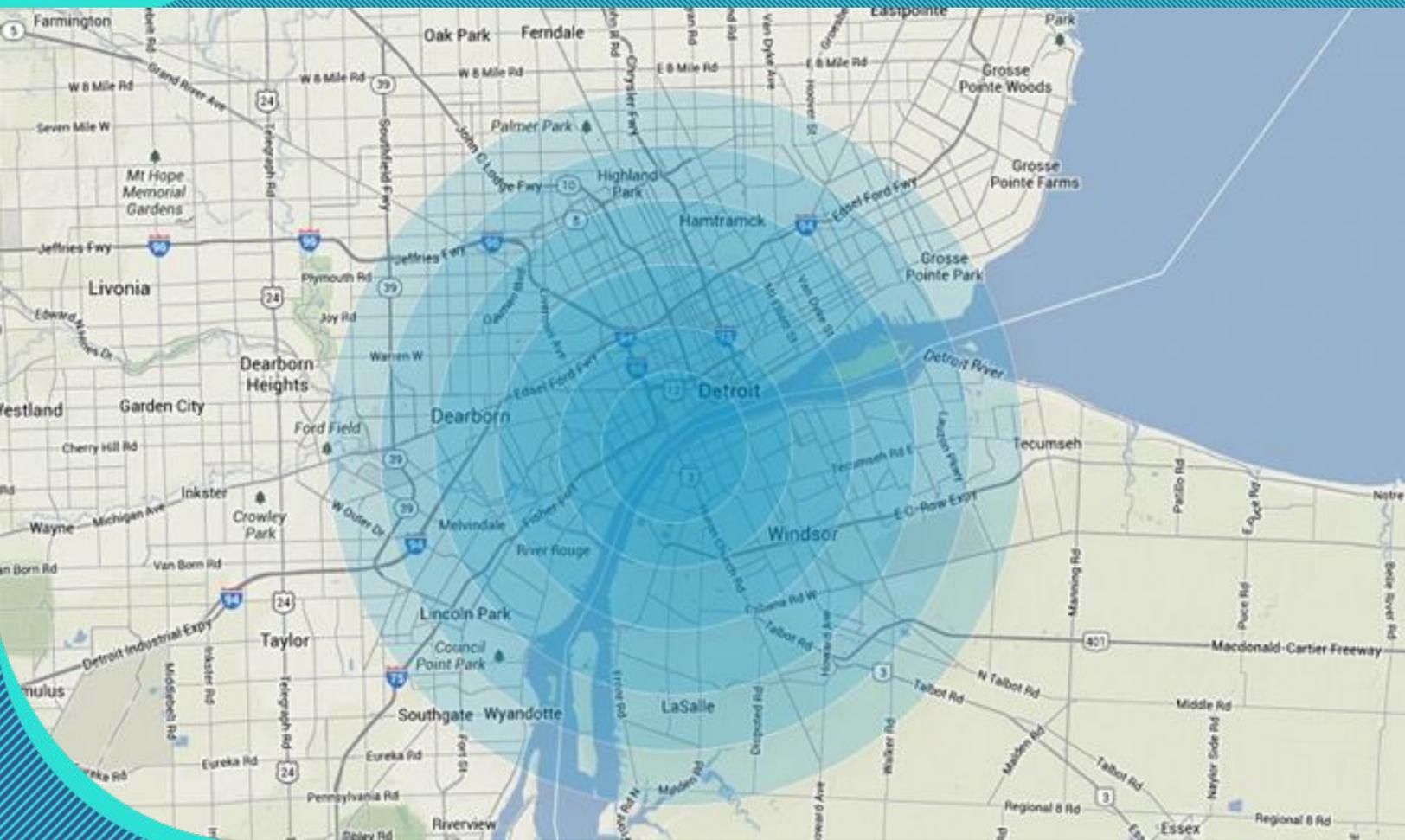


*Kim Silarski - Communications Manager*  
Arab American National Museum

# OUR AUDIENCE

You're not buying a radio commercial, you're buying an audience. The CJAM community and volunteers represent a diverse range of cultural, ethnic, and linguistic backgrounds. Our programming caters to a variety of ethnic and cultural communities locally. As a campus radio station CJAM appeals broadly to the youth market and the student population. Much of our programming is created by students at the University of Windsor and reflects the views and interests of the campus community. CJAM promotes more local artists than any other radio station in Windsor/Detroit area. Our long history of supporting and sponsoring local musicians and venues makes CJAM a well known source for information on upcoming shows and local musical releases.

CJAM 99.1 FM broadcasts at 2,084 watts locally to Windsor and Detroit. **Our broadcast range reaches an area populated by an estimated 1.5 million people.** We stream online and via the Tunein app and U Windsor app. You can hear us on Cogeco cable channel 285.



# AD RATES

CJAM offers daily advertising rates for those who desire broad coverage over the airwaves. Choose to air your ads during drive time (morning and/or afternoon), mid-day, or evening. You may also upscale your purchase for recurring ads running over weeks, months, or years. CJAM also offers show sponsorships, allowing clients to target a more specific demographic. Ask CJAM staff what shows best suit your advertising needs!

## DAILY RATES

- 10 ads over 5 days - \$200
- 20 ads over 5 days - \$360
- 30 ads over 5 days - \$500
- 50 ads over 5 days - \$800
- 100 ads over 10 days - \$1,400

All advertisements are recorded in house at CJAM FM professional studios and voiced by our wonderful staff or volunteers (unless otherwise arranged). We create dynamic, interesting spots to catch the community ear.

\*Your commercial will not air until you have approved the spot

# SHOW SPONSORSHIP

CJAM's programming is unique. Let CJAM Staff help you choose what program would best fit with your business. We have everything from blues and jazz, Caribbean to folk, indie to electronic, and so much more. With such a variety in our music comes a variety in our listenership. We can help you make a connection to a specific audience with a show sponsorship package. Want to discuss further options? Contact us!

## 1 show

- 2 weeks (8 ads) - \$150
- 1 month (16 ads) - \$250
- 3 months (48 ads) - \$500
- 6 months (96 ads) - \$750
- 9 months (144 ads) - \$900
- 1 year (192 ads) - \$1,100

## 3 shows

- 2 weeks (24 ads) - \$275
- 1 month (48 ads) - \$500
- 3 months (144 ads) - \$1,250
- 6 months (288 ads) - \$1,800
- 9 months (432 ads) - \$2,400
- 1 year (576 ads) - \$2,800

## 5 shows

- 2 weeks (24 ads) - \$500
- 1 month (48 ads) - \$850
- 3 months (144 ads) - \$1,750
- 6 months (288 ads) - \$2,400
- 9 months (432 ads) - \$3,750
- 1 year (576 ads) - \$4,250



**Website:**  
[www.cjam.ca/advertise](http://www.cjam.ca/advertise)



**Contact: Brady Holek**  
**Station Manager**  
519-253-3000 ex.2525



**Email:**  
[statcjam@gmail.com](mailto:statcjam@gmail.com)