

About CHUO FM :

CHUO FM is a community-based campus radio station broadcasting from the University of Ottawa at the frequency 89.1 MHz on the FM band. CHUO FM broadcasts at a maximum effective radiated power of 18 200 watts, covering approximately a 100 km radius.

Advertising with CHUO provides businesses with a unique and cost effective means of communicating with students, and community based listeners. CHUO's rates are accessible, and designed to meet the needs of the diverse organizations who choose to advertise with CHUO.

For more information visit : **www.chuo.fm**.

CHUO's Programming and Audience :

CHUO FM is Canada's only officially bilingual community-based campus radio station, broadcasting 45% English, 45% French, and 10% other languages. CHUO FM broadcasts 24 hours a day, 365 days a year, offering listeners a wide range of programming, including : Music, News, Arts, Public Affairs, Cultural programs, Magazine-Format programs, and an excellent variety of general interest and specialty programs. The diverse nature of CHUO's programming results in targeted blocks of programming, and a dedicated, active listenership.

By having your message broadcast on CHUO, your message reaches these active listeners, does not fade into the background, and you are supporting an organization dedicated to providing quality information and programming to the community.

Demographics :

Due to CHUO's affiliation with the University of Ottawa, advertising with CHUO is an excellent and cost effective way to communicate your organization's message to students. We produce a number of student oriented programs which complement our other diverse offerings, making our programming attractive to this demographic.

CHUO also enjoys dedicated listenership from a number of cultural communities around Ottawa, and internationally (via our internet broadcast). CHUO, in our capacity as a community broadcaster, helps to produce and air programming focused on Ottawa's cultural communities, produced by members of those communities. CHUO's third language and cultural programming is relevant, diverse, and a true part of the community that it serves.

Current Rates :

30 second ad :	\$30 / spot
60 second ad :	\$45 / spot

*(rates subject to change without notice)
All orders are subject to CHUO's advertising Terms and Conditions*

Terms and Conditions

CHUO will make good on any ads pre-empted or missed due to human or technical error, or changes in programming. Ads will be rescheduled in a way that offers equal or greater value to the client according to the current rate card.

CHUO reserves the right to refuse to air any advertisement for any reason in accordance with CHUO's Advertising Policy.

All advertising copy must conform to all applicable Canadian Radio-television and Telecommunications Commission (CRTC) regulations, conditions of licence, laws, and station policies. CHUO reserves the right to modify advertising copy to meet these criteria. All advertising copy receives the client's approval before being aired by the station.

All advertising copy must be submitted to CHUO FM two (2) weeks before the scheduled broadcast unless otherwise arranged. Pre-produced material must be submitted one (1) week prior to broadcast.

New clients are subject to credit approval. All purchases under \$500, and all purchases by new clients must be paid in full, in advance of the air date.

Long term or ongoing contracts are to be paid in regular monthly installments once credit is established. The client is responsible for ensuring that their account remains in good standing by adhering to the payment schedule as negotiated, and stated in the contract.

In the event of non-payment, or N.S.F. cheques, CHUO reserves the right to immediately suspend the contract, without notice, until such time as payment is received.

The client has the right to terminate an existing contract with two (2) weeks written notice, but will be subject to a \$50 administrative fee.

All advertising contracts will be accompanied by a written copy of CHUO's Advertising Terms and Conditions (this document) and clients agree to these terms by signing the contract.



Advertising Rates