



**National Campus and  
Community Radio  
MEDIA KIT, 2015-2016**



180 Metcalfe St, Suite  
608  
Ottawa, Ontario K2P  
1P5  
(613) 321-1440  
[www.ncra.ca](http://www.ncra.ca)

*National Advertising  
Coordinator/  
Coordonnatrice  
nationale de la publicité*  
Francia Fiallos  
[francia@ncra.ca](mailto:francia@ncra.ca)

## **NCRA Advertising Media Kit**

Thank you for your interest in the National Campus and Community Radio Association and its 90+ affiliated members. We value your support and we look forward to working together in the upcoming future. Below, you will find information regarding the NCRA and its national advertising program. If you have any questions regarding what you see here, please contact us at [advertising@ncra.ca](mailto:advertising@ncra.ca) or at [francellanra@gmail.com](mailto:francellanra@gmail.com), or by calling us at 613-321-1440.

### **The NCRA, who we are**

The National Campus and Community Radio Association (NCRA) is a country-wide organization committed to alternative radio in Canada while providing for the needs of its listeners that are recognized for being diverse in ethnicity, culture, sexual orientation, age, and physical and mental ability. The NCRA provides its 90+ members resources, policy and program exchanges, and advocacy work. Once a year, the NCRA hands out Community Radio Awards to celebrate the achievements of community and campus radio stations. The NCRA also is invited for Canadian Radio-Television Commission (CRTC) hearings to testify on broadcast regulations and copyright issues.

### ***A brief snapshot of campus and community radio association in 2014:***

- Average income of close to \$300,000 (2012-2014)
- Total income of over \$50 million
- Over 1.5 million listeners of community radio stations and over 300,000 listeners of campus radios
- Average advertising revenue of \$40,000
- Religious, campus, community and Aboriginal radio stations reported \$53 million in revenue in 2014, according to the CRTC
- Total watts of broadcasting power: 85,882
- Staff: 182.5 (Full-time equivalent)
- Volunteer force: 5,992 working an estimated 21,000 hours per week
- Programming in at least 63 languages

### **The NCRA, where we came from**

The NCRA was created in the early 1980s after a long history of campus radio clubs from different parts of the country, coming together to discuss and exchange ideas. During its early years, the NCRA's work was mostly done by a volunteer board of directors. A national office and a board of directors were officially introduced in the early 90s, but the organization couldn't sustain itself and closed after a year of operations. However, by 2002, the NCRA had established a new national office in Montreal with a full-time staff person. The office was relocated to Ottawa in 2005. For more information about the NCRA's vision, mandate, and history visit our website at [www.ncra.ca](http://www.ncra.ca)

### **Our member stations**

The NCRA currently serves 91 member stations from coast to coast to coast and we are actively recruiting more stations. You can find the complete list of our stations on our website at [www.ncra.ca](http://www.ncra.ca).

**CFBX 92.5 FM - The Kamloops Campus/Community Radio Society:** the "weird and wonderful" station that caters to a niche taste for the Kamloops community, providing local content and a wide array of musical taste.

**CFEP 105.9FM - Seaside FM:** Halifax's prime destination for music and programming for the mature listener, always ready to take requests and ideas from the community.

**CITR 101.9FM - Student Radio Society of UBC:** the campus radio station at University of British Columbia is a student-run, community-oriented, nationally-recognized institution that has provided listeners with diverse programming, music, and a renowned publication since 1974. Home of Nardwuar The Human Serviette Presents...

National Campus and Community Radio Association  
L'Association nationale des radios étudiantes et communautaires

**CKCU 93.1 FM – Carleton University’s campus-community radio station:** CKCU has been serving the needs of the greater Ottawa community while providing an alternative voice to commercial and public radio since 1971. CKCU has the distinction of being the training ground for many recognizable personalities such as Ian Mendes from Sportsnet and Giacomo Panico from CBC.

### **Why advertise with NCRA members?**

If you are looking to be economical with your advertisement or marketing budget, or if you want to reach out to the 18-24 demographic, then you should consider advertising on campus and community radio. Our advertisement rates are nowhere near the costs of commercial radio stations. Moreover, since the Canadian Radio-Telecommunications Commission mandates that campus and community radio play only 504 minutes of advertisements per week. What this means for you is that your ad can stand out from the programming our member stations offer. Moreover, not only will you be able to reach the 18-24 age bracket, but you will reach people who are engaged in their community, believe in citizen journalism, support volunteerism, and independent music.

### ***Who listens to community and campus radio?***

- **Students:** Having campus-based stations means that young people are at the heart of this industry. Not only are they volunteers, staff members, and board of directors, but they are at the core of our listenership. As university students, they are well-educated, well-informed, and interested in meaningful causes that relate to tuition and the environment.
- **Music lovers:** Campus and community radio will play music that target serious music lovers, niche audiences, while showcasing a wide variety of genres. Many programs focused on music have been on the airwaves for decades and have generated a loyal fanbase.
- **Cultural communities:** There is a significant amount of programming that is specifically catered for specific communities. In fact, the NCRA represents programs that are hosted in 63 different languages.
- **Listeners are active within their community, passionate about citizen journalism, and seek opportunities to increase awareness on causes in the public interest**

### ***What we can offer you:***

- **Effective engagement:** Our industry caters to a community-oriented audience, who are engaged with the station and can instantly recognize local on-air personalities. Advertising with us can help communicate a message that would resonate with listeners in a very personal way.
- **Mobility:** Our stations can reach you anywhere: work, home, in the car, or at the cottage. Our stations are equipped with on-demand podcasts and playlists which means you can listen to your favourite program at any time of the day.
- **Cost Effectiveness:** Since campus and community radio stations have very different priorities than commercial stations, the cost for advertisement space is much lower. If you are looking for ways to make the most of your advertising budget, then campus and community radio will help you achieve your goals with a value-added approach.
- **Multi-Market Approach:** Our stations have managed to build strong relationships with other media organizations in their communities in addition to cementing their own brand on social media. What this means for you is that we do more than just radio promotion. We can help get your advertisement online, in print, and on social media networks.

“Over the past decade, **Canadian campus radio** has been a **solid supporter of La-Ti-Da Records**. In 2015, the NCRA national office acted as a broker for distributing advertising funds from La-Ti-Da Records for a national campus/community radio advertising campaign for The Ballantynes LP, 'Dark Drives, Life Signs.' La Ti Da Records centralized their coordination with the NCRA, who in turn liaised with individual station managers on the fine details of the radio advertising. As a result, "Dark Drives, Life Signs" received **closely curated advertising exposure** not only in familiar territories, but also in regions and markets completely new to the band and the label. The hard work and earnest efforts of all involved parties resulted in **a truly meaningful collaboration** which I suspect will have a positive resonance for some time to come.”

--**Tim Horner, Latida Records, February 2016**

### **Submitting an ad**

Submitting an ad is easy. First, we would need confirmation from the client and possibly input from the stations that the ad and creative copy is good enough to hit the airwaves. Should there require an evaluation or review process, the National Advertising Coordinator of the NCRA can help mediate and facilitate that. As long as the individual members are all on board and are ready to do any extra steps that are required for in-house production, then submitting an ad is as easy as submitting an email.

**Advertising Contact Information**

**Francella Fiallos**

National Advertising Coordinator

[francellanra@gmail.com](mailto:francellanra@gmail.com)

T: 613-321-1440 | M: 613-552-3634

**National non profit per station**

**\$15 per ad, 20-25 ads per week, 30 seconds in length  
\$375 per week**

**National business per station**

**\$35 per ad, 20-25 ads per week, 30 seconds in length  
\$675 per week**

**OR**

**National campaign flat rates**

**BRONZE Package: \$2500, 12 stations, 120 ads (includes print, online and social media)**

**SILVER Package: \$5000, 20 stations, 250 ads (includes print, online, and social media)**

**GOLD Package: \$7000, 25 stations, 400 ads (includes print, online, and social media)**

**Note:** depending on how many stations sign on to a given advertisement, the rate increases to reflect its multi-market reach. The final rate may come as a result of negotiation and discussion with the NCRA, the stations, and the Client in question. Discounts based on the commitment of the contract, the amount of stations, or any value added features may be applied when necessary.

This is roughly around the same if not similar to the rates of our member stations for both categories: national non-profit, national businesses.

Member stations are encouraged to have input in finalizing the rate for the advertisement contract in question, if they feel it is necessary. However, it is incumbent on the national advertising coordinator to oversee the bulk of tasks that come with finalizing the rate that will both satisfy the client and the station.