

ADVERTISE ON AIR

ON-AIR ADVERTISING



Connect with your ideal audience sharing your organization or event with our listeners. We schedule your ads to reach the listeners who'll be most interested.

PRICE:

\$25 per 30-second rotation or "spot" as we say in the biz. Production, 2 revisions, and creativity—no extra charge.

Minimum purchase of 10 spots. Special pricing available for non-profits, UBC campus groups, and small, local businesses.

PROGRAM SPONSORSHIP

Sponsor a CiTR program to build an ongoing connection with a specific listener community. Your program host will deliver two on-air mentions per show and you can update your message weekly.

PRICE:

\$125 for 4 episodes
\$110 for 4 episodes
(with 12-month contract)

Ask us about multiple program and exclusive sponsorships.



"The Rock Report is generously sponsored by ABC Records"

ADVERTISE ONLINE

Promote your event or business on Discorder.ca. 1 Month: \$75 Size: 180px x 150px
Format: 72 dpi, .pdf or .tiff

MULTIMEDIA PACKAGES

BUY ACROSS PLATFORMS (PRINT, WEB & ON-AIR)

Lil' Bundle:	PRINT (¼ page colour)	+	WEB		= \$290	-10% = \$261
	\$215		\$75			
Bundle:	PRINT (½ page colour)	+	WEB	+ 10 ON-AIR ADS	= \$640	-15% = \$544
	\$315		\$75	\$250		
Big Bundle:	PRINT (double-page colour)	+	WEB	+ 25 ON-AIR ADS	= \$1525	-20% = \$1,220
	\$850		\$75	\$600		

*Purchase two platforms, save 10%, purchase three, save 15%.

PARTNER LONG TERM

Discounts available for three, six and 12-month contracts.

CONTACT

Advertising Coordinator
advertising@citr.ca
604 822 3017 ext 3

DISCORDER



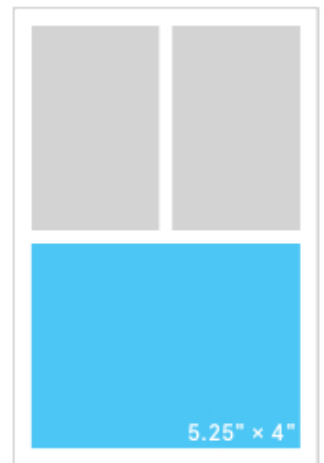
ADVERTISE IN PRINT ↓



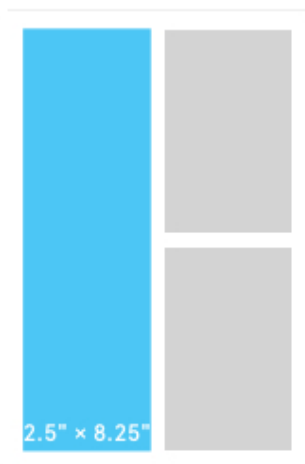
DOUBLE-PAGE SPREAD \$600
+ COLOUR \$850



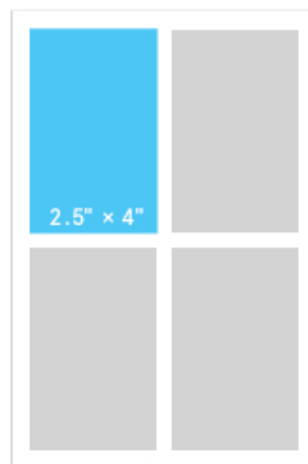
FULL PAGE \$380
+ COLOUR \$530



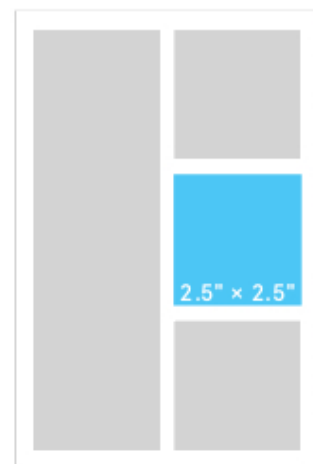
HALF HORIZONTAL \$240
+ COLOUR \$315



HALF VERTICAL \$240
+ COLOUR \$315



QUARTER PAGE \$140
+ COLOUR \$215



SIXTH PAGE \$95
+ COLOUR \$170

**DISCOUNTS?!
YOU BET!**

DOUBLE-PAGE SPREAD
FULL PAGE
HALF HORIZONTAL
HALF VERTICAL



3 ISSUES = SAVE 10%
6 ISSUES = SAVE 15%

QUARTER PAGE
SIXTH PAGE



3 ISSUES = SAVE 5%
6 ISSUES = SAVE 10%

**SAVE AN ADDITIONAL 5%
ON COLOUR BOOKINGS!**

FORMAT TO SUBMIT

B&W OR CMYK
300DPI
.PDF OR .TIFF

ALL DISCORDER PRINT ADVERTISERS RECEIVE:

a **DISCORDER.CA** listing
IN A WEBPOST ON DISCORDER.CA
FEATURING
DISCORDER'S ADVERTISERS

an **ON-AIR** listing
IN AN AD ON CITR 101.9FM
FEATURING
DISCORDER'S ADVERTISERS