

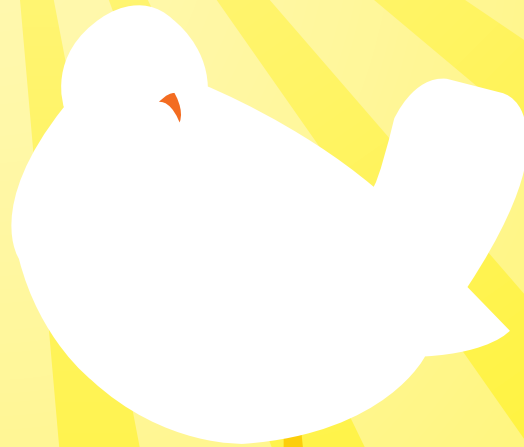
Media Kit 2021

107.7 FM

1580 AM

CKDO

Durham's Classic Hits



FOR MORE
INFORMATION CALL
905-571-0949

107.7 FM 1580 AM
CKDO
Durham's Classic Hits



DURHAM'S CLASSIC HITS!!!

Since 1946, **CKDO** has been serving the community, providing local news, weather, sports and great music! All day long you'll hear *Durham's Classic Hits!!!*

Weekday mornings feature well-known local personality, **Terry Johnston**, recipient of The Queen Elizabeth II Diamond Jubilee Medal in 2012 for outstanding community service! Terry has been an Oshawa radio personality since 1990!

CKDO is considered the local station for local news and information. Along with durhamradionews.com, it's the only local daily news source providing up-to-date news, sports, traffic, weather and information about the community.

Most of the station listeners live within the local trading areas of Oshawa, Whitby and Clarington. They are well educated – almost 60% of the audience has post-secondary education. Better than one third live in households that exceed \$100,000 annual incomes and over 18% are owners, managers or professionals.*

A majority of the **CKDO** audience in Durham listens on **107.7 FM**. However the station is also available on 1580 AM, on HD radio at **95.9 FM HD3** and on-line at www.ckdo.ca.

*Source: Numeris (Formerly BBM Canada) Fall 2019



Here's what some CKDO Advertisers are saying...

I've been advertising on CKDO now for over a year. I'm amazed at how many people come up to me during the week that have heard my commercial on the radio. It's incredible. I was a bit of a skeptic when I started or considered radio advertising. I'm not anymore.

--- Dan Plowman, The Dan Plowman Team

People are constantly coming in to our place of business and saying, I heard you on the radio, I heard you on the radio. We get them from all over Durham. I consider radio to be a very important part of our marketing, advertising strategy.

--- Ron Hooper, Hooper's Jewellers

I've always voted to stay on the radio for the longevity factor... I think that sticking through it we've seen the results.

--- Renee Taylor, Buttons Heating & Air Conditioning

I started using radio on a regular basis about three years ago. It was pretty immediate starting on CKDO. I got a lot of positive response from customers and staff.

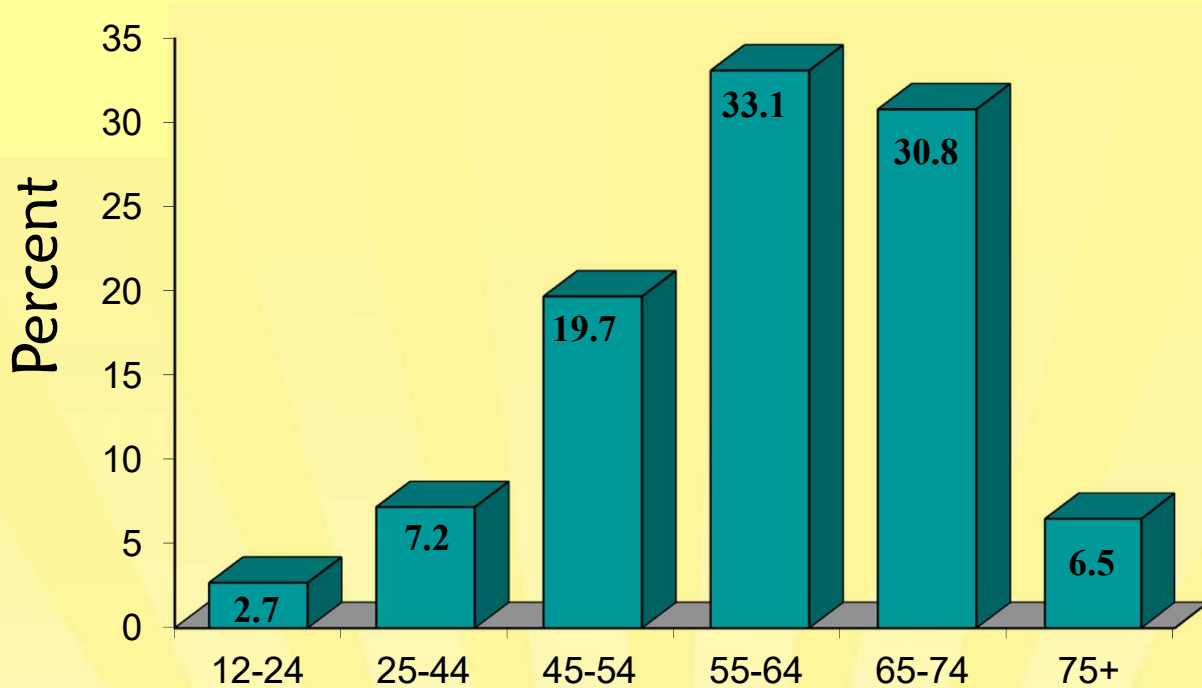
--- Natalie Sims, Durham Medical



Audience Profile

42,000 listeners tune in weekly

Age



Gender



Source: Numeris Spring 2020. Full Coverage by percent of weekly reach



WEEKDAY NEWS SPONSORSHIP

People rely on radio all day long for their news. The CKDO /Durham Radio news team delivers more current, up-to-date local news than any other Durham news source.

Sponsorship of CKDO 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
- 1 x 30 second commercial daily in newscast

Commercials rotate throughout 21 different newscasts:

- 5:30 a.m. – 9:00 a.m. (on the half hour)
- 10:00 a.m. - 2:00 p.m. (on the hour)
- 3:00 p.m. – 6:00 p.m. (on the half hour)

Call us for a quote today!



WEEKEND NEWS SPONSORSHIP

People rely on radio all day long for their news. The CKDO /Durham Radio news team delivers more current, up-to-date local news than any other Durham news source.

Sponsorship of CKDO Weekend News offers a credible, prestigious environment to enhance your business image. Your message is presented as the exclusive sponsor.

Sponsorship includes:

- 5 opening name credits weekly
- 5 x 30 second commercials weekly in newscast

Commercials rotate throughout 10 different newscasts:

- Saturdays: 7 a.m. – noon (on the hour)
- Sundays: 10:00 a.m. - 1:00 p.m. (on the hour)

Call us for a quote today!



WEATHER REPORT SPONSORSHIP

Monitoring all the resources available, CKDO covers the weather in Oshawa, Whitby and the surrounding areas where the weather can vary from that of neighboring Toronto. Local residents want local weather and CKDO delivers!

Sponsored weather reports air twice per hour:

Monday to Friday	9 a.m. to 7 p.m.
Saturday	7 a.m. to 6 p.m. (excludes 9 a.m. hour)
Sunday	11 a.m. to 3 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

Call us for a quote today!



TRAFFIC REPORT SPONSORSHIP

CKDO continues to serve the community and its commuters with daily traffic reports all day long! This is your opportunity to reach commuters in their cars where commercial recall is 50% greater than in their home or office.

Monday to Friday, traffic report tags rotate from 5:30 a.m. to 7:00 p.m. On Saturdays it's 7:00 a.m. to 1:00 p.m. and Sundays it's 10:00 a.m. to 3:00 p.m.

Each sponsored traffic report includes:

- 1 opening name credit
- 1 x 10 second live selling message

Call us for a quote today!



3 HOUR REMOTE PACKAGE

Your 3 hour remote includes:

- 3 x 60 second live “cut-ins” per hour for 3 hours for a total of 9
- 50 x 30 second commercials during the week of your event
- 5 x 15 second promotional announcements per day for 4 days prior to your event for a total of 20
- 2500 impressions via a big box ad on www.ckdo.ca for 3 days prior to your event
- On air talent on location for 3 hours
- Plus lots of prizes and giveaways!

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Call us for a quote today!



September 2014. All prices are net amounts. Web big box ads are based on availability, DRI has the right to substitute based on inventory