

94.9 The Rock **GTA's Rock Station**

MEDIA KIT

FOR MORE INFORMATION CALL 905-571-0949

2024

Who We Are

94.9 The ROCK

Rockin' the GTA from Oshawa! That's the position of 94.9 The Rock. CKGE-FM was launched in June of 2003 to serve radio listeners throughout Durham and the GTA. Its unique blend of Rock gives listeners the variety of rock music not heard elsewhere in the GTA.



Rock Mornings with Craig Venn & Lucky is packed with great tunes, information, sports and humour. In the midday chair is Music Director, Loriann. Afternoons are hosted by Program Director, Doug Elliott. Lee Eckley is in on week nights and weekends. The newest addition is a local and live show – *The All Night Show* with Ed the Sock, exclusively on 94.9!

The station broadcasts at 50,000 watts from Oshawa and is also available on-line at www.therock.fm.

The Rock listeners have young families and are well educated. Almost 70% are in the 25-54 age group. Males account for 64% of the total weekly audience. Just over 27% of Rock households have kids under twelve. (vs. Ontario households at 18.7%) Nearly 70% have some post secondary education. Work force – 24% are executives, managers, professionals, and nearly 18% work in the trades. They are also top income earners with 46% from households of \$100,000+ incomes!

Here's what some of The Rock's Advertisers are saying...

We started with newspapers, then two and a half or three years ago I heard somebody else on the radio so I thought I'd try that and I've never looked back. It's been great, year after year improvements. I've dropped a lot of the newspapers... so it's been very good for me, honestly, very good.

--- Walter Steffler, Durham Kubota

We've had tremendous response from all the ads. We're definitely seeing people come in from outside of our normal base. People come in from different areas and I've become somewhat of a local celebrity at this point!

--- Cody Brock, Cowan Buick GMC

With the way the market was going with Yellow Pages and everything, the radio seemed like the better option. I would say since we've started, we're probably up twenty, twenty-five percent more. We're getting a lot of calls for Toronto now with the radio, I think a lot of listeners are listening in Toronto too.

--- Dave Lefurgey, Double Vision Glass & Mirror

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

We've been advertising for the past year and it's been fantastic! That's the only advertising that we do. The business has grown exponentially.

--- Mark Brown, Phoenix Contracting

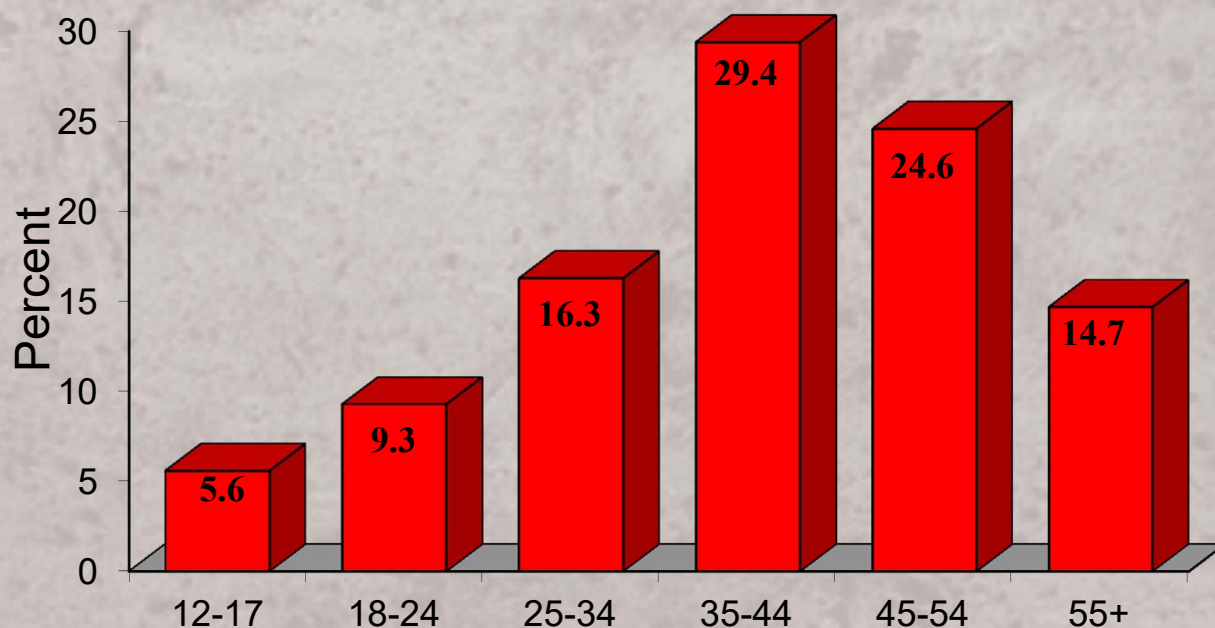
I would certainly say there's been an upswing in the phone ringing, Internet traffic... certainly brand recognition amongst people in the region – Oh I heard you on the radio.

--- Sean Lemery, Taunton Trades

Audience Profile

126,700 listeners tune in weekly

Age



Gender

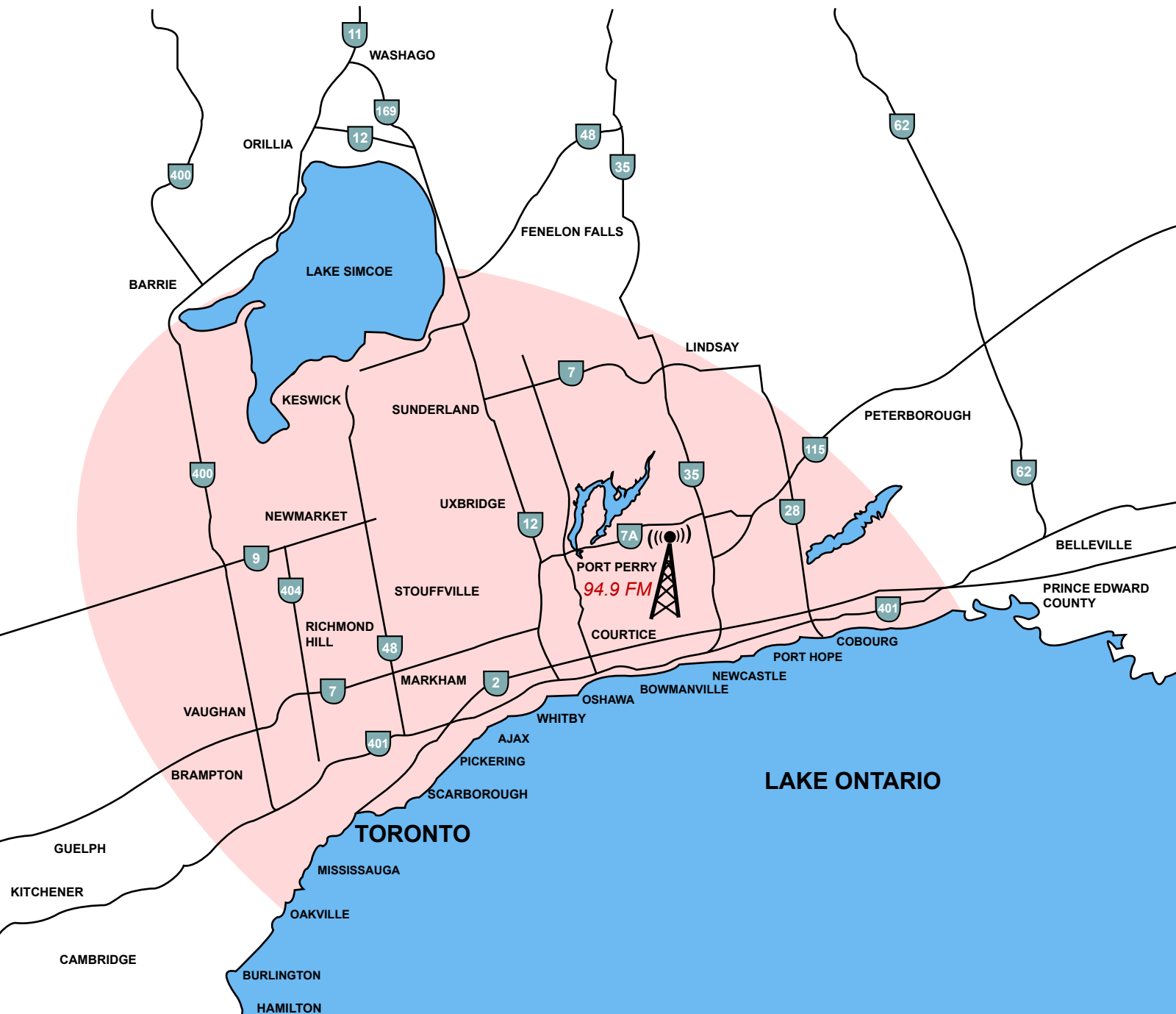




Coverage Map

CKGE-FM

Dial Position: 94.9 FM





CKGE-FM

Weekday News Sponsorship

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

Sponsorship of The ROCK 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 the newscast

Commercials rotate throughout newscasts daily as follows:

6:00 a.m. – 8:30 a.m. (on the half hour)
4:00 p.m. – 6:00 p.m. (on the hour)

Call us today for a quote!



CKGE-FM

Weekend News Sponsorship

Weekend newscasts hit The Rock's listeners working, at home, in the yard, at the beach or on the way to shop! Perfect before making that major weekend purchase!

Sponsorship of The ROCK News, Saturday and Sundays, 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 the newscast

Commercials rotate throughout newscasts daily as follows:

7:00 a.m. – 11:00 a.m. (Saturdays)
9:00 a.m. – 12:00 p.m. (Sundays)

Call us today for a quote!

Traffic Report Sponsorship

Durham commuters want local, up-to-date traffic conditions to get them around and that's what The ROCK delivers! This is your opportunity to reach commuters in their cars where commercial recall is 50% greater than in their home or office.

Traffic report tags rotate equally from throughout the entire day, 5:30am to 9am in the morning and again 3pm to 7pm in the afternoon.

Sponsorship includes:

1 name credit

1 x 10 second **LIVE** selling message

Call us today for a quote!

3 Hour Remote Package

Nothing creates excitement like having a radio station live on location at your business!

Here's what you receive:

- 3 x 60 second live "cut-ins" per hour for a total of 9
- 30 x 30 second commercials during the week of your event
- 5 x 15 second promotional announcements per day for 3 days prior to your event, total of 15
- on-air talent on location for 3 hours
- Exposure on The Rock website
- plus lots of prizes and giveaways!

Call for a quote today!

