

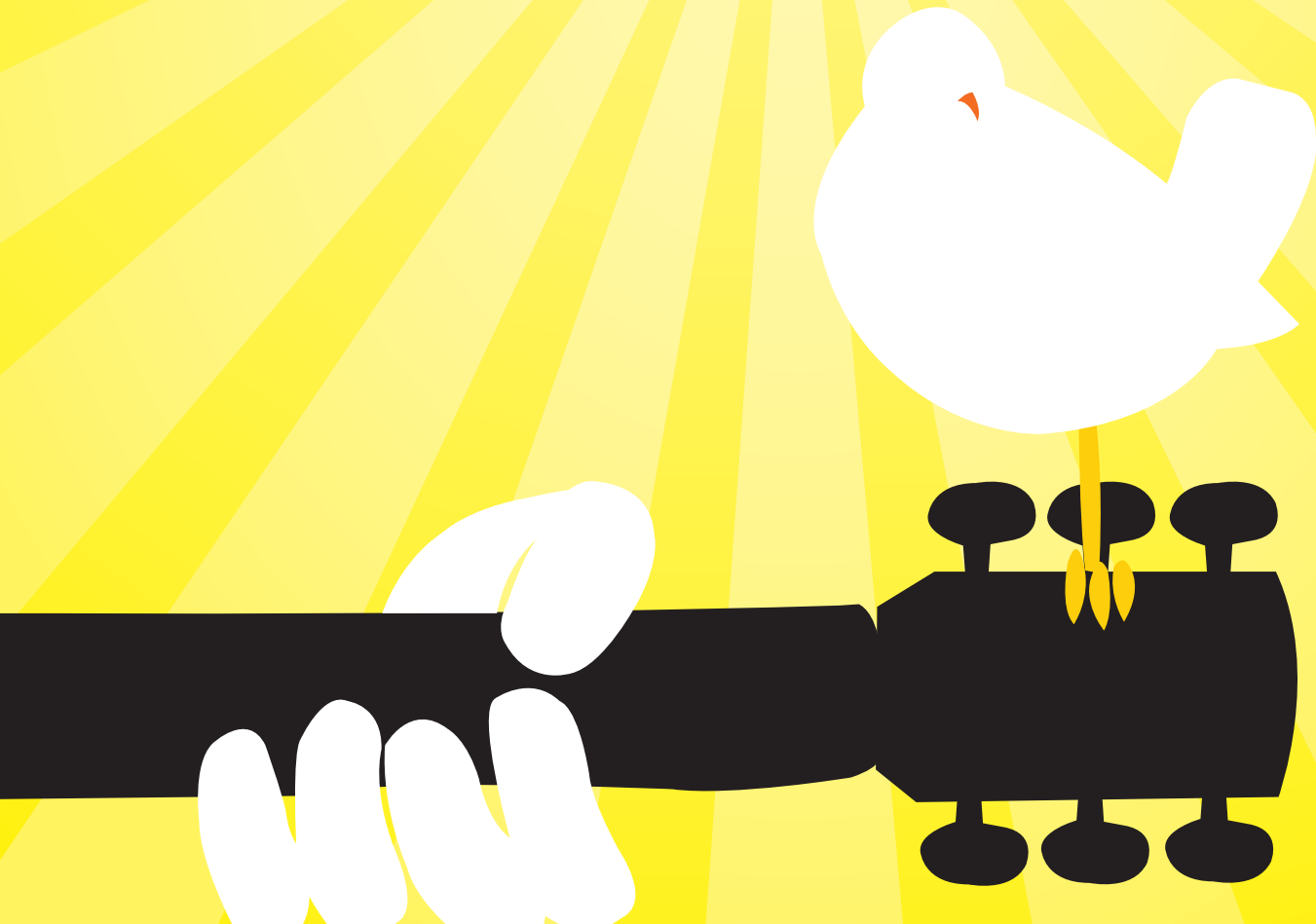
Media Kit 2011

107.7 FM

1580 AM

CKDO

Durham's Classic Hits





Since 1946, **CKDO** has been serving the community, providing local news, weather, sports, and traffic reports, now all mixed in with ***Classic Hits of the 60s and 70s...*** music from the Baby Boom Generation!

Weekday mornings feature well-known local personality, **Terry Johnston**, who's been in the radio chair at CKDO since the early 90s.

Where does Durham turn to daily for its local news and information? **CKDO!** - The only local daily broadcast news source providing up-to-date news, sports, traffic, weather and information about the community.

You'll also hear other great programs like **Let's Get Growing** with Marjorie Mason on Saturday mornings (May – October) and Daryl McLean's **Beach Party** every Friday and Saturday night.

Most of the station listeners live within the local trading areas of Oshawa, Whitby and Clarington. They are well educated – about 42% of the audience has post-secondary education. Over one third of listeners live in households that exceed \$100,000 annual incomes and 28% are owners, managers or professionals.

CKDO continues to grow in popularity. The addition a few years ago of an FM repeater at **107.7** has pushed the weekly audience to its highest level in over 20 years!

Radio works well for the retail community! Here's what some of our advertisers are saying

"I have been on the radio for 5½ years and have had a very good response. I very foolishly left the radio last year to try TV thinking I would get an amazing return for my money; however I was very disappointed with the results and now refer to it as a big waste of money. In hindsight I should have just stayed with what was working.... the radio.

- Sue Cousins, Aqua Massage Oshawa Inc.

"We have been advertising on KX96 and The Rock for about 6 years now... we ran a campaign offering a free round of golf in the month of May if they went to my website... and entered their email address. We ran the campaign for 4 weeks and we had approximately 2,500 people sign up. I thought this campaign went very well and proved that if you make a good offer people will respond!"

- Karen Simpson, Four Seasons Country Club, Claremont

"We make a point of asking customers what's brought them into the store and on quite a few occasions it's been the radio."

- Laurie Grady, Whitby Fabrics Sewing Centre, Whitby

"It's actually the largest return of investment in our marketing portfolio. I would strongly recommend radio advertising to anyone."

- Matt Bowles, Lovell Drugs, Oshawa

"Well I've noticed year round that almost on a daily basis, people come in to the store and say right away that they've heard us on the radio. Over the years when we started our business we did other forms of advertising and we noticed from radio that we had more positive response and a longer lasting response with radio advertising."

- Joe and Sonja Sanders, Jewellery By Sanders, Oshawa

Isn't it time you got the Power of Radio working for you?





Audience Profile

34,100 listeners tune in weekly!

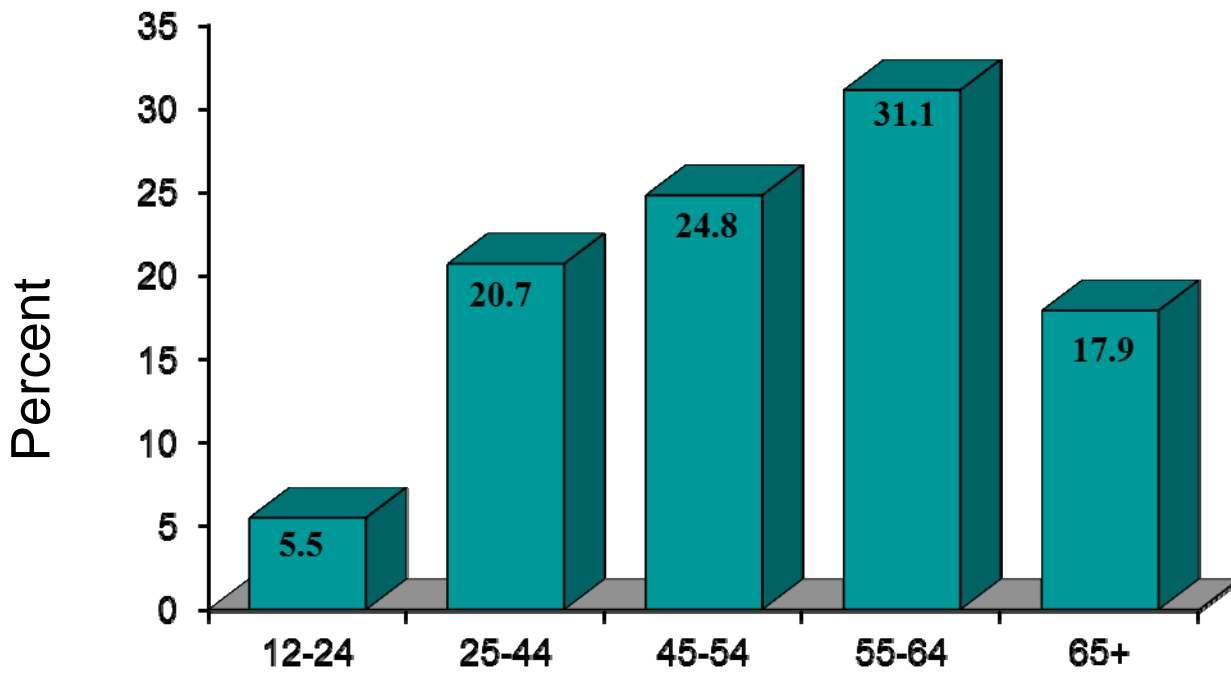
Gender

Female 45%



Male 55%

Age



CKDO NEWS

Weekday Sponsorship Opportunity

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. – 6:30 p.m. (on the half hour)

Call us for a quote today!

CKDO NEWS

Weekend Sponsorship Opportunity

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!

CKDO WEATHER

CKDO Sponsorship Opportunity

Direct from our weather specialist, CKDO covers the weather in Oshawa, Whitby and the surrounding areas where the weather can vary from that of neighbouring Toronto. Local residents want local weather and CKDO delivers!

Sponsored weather reports air twice per hour. **Monday to Friday** they run from 9 a.m. to 7 p.m. On **Saturday**, they run from 7 a.m. to 6 p.m. (excludes 9 a.m. hour) **Sunday** they run from 11 a.m. to 3 p.m. Your message is presented as the exclusive sponsor.

Each sponsored weather report includes:

1 opening name credit
1 x 15 second commercial

Call us for a quote today!

CKDO TRAFFIC

Sponsorship Opportunity

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!

The CKDO

Traffic Builder

4-hour Remote includes...

- 3 x 60 second live “cut-ins” per hour for 4 hours for a total of 12!
- 35 x 30 second (or 21 x 60 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!
- Mentions on the CKDO website home page
- The CKDO Cruiser plus talent on location for 4 hours!



**Call us for a
quote today!**