



# A loyal and affluent audience 20,000 listeners a week



## THE BEST RADIO DEAL IN TOWN!

*They're tuned in and they're turned on.*

Our listeners are emotionally attached to the music we play which means they hear your message more clearly.

- \*No back-to-back commercials
- \*Less clutter - more impact for your message
- \*Your message is crafted for, and targeted to, an affluent niche audience

## FIVE GREAT REASONS TO BUY TIME ON CJNU

1. 93.7 CJNU's target audience is a quarter of a million Winnipeggers, a whopping one-third of the city's population (population of 50+ 229,437).
2. 93.7 CJNU Nostalgia Radio is the only station serving the listening needs of this vast 50-plus population!
3. Our listeners have money and the leisure time to spend it. They *love* the soothing sounds of 93.7 CJNU nostalgia radio.
4. Our listeners appreciate the sponsors who bring these sounds to them.
5. Even though radio is free, we have over 1,000 paying members in our cooperative, community station. *Our listeners care about the station!*

## Hear what you've been missing on Winnipeg's community radio station!

**Professional broadcasters** with many voices you remember, playing the music you love.

**Music from the 40s to the 80s and more:** Frank Sinatra, Peggy Lee, Patsy Cline, Duke Ellington, Guy Lombardo, Henry Mancini, Anne Murray and even a few Beatles – the best music from all eras! Mon to Fri 11 to noon . . . Johnny Mathis, Henry Mancini, Rosemary Clooney, Perry Como, plus a mix of more recent hits by groups such as the Carpenters, Bread, the Fifth Dimension . . . Every day of the week.

**93.7 CJNU Radio Classics:** The radio programs of yesteryear with a different theme each evening of the week

**Boomertown** with Roger Currie and Barry Bowman, 8:30 a.m. Sat. A walk down memory lane harking back to the music, the movies, the black and white TV shows that Boomers first encountered in their teens.

**Tom Dercola** takes requests for music from the 30s, 40s and 50s as well as some of the big swing bands. Get in the mood with Tom's "Memory Show" at 2:00 p.m. Sundays.

Also, Denny Farrell's "Original Big Band Showcase" from Chicago Wed. 7-9, Sun. at 4 p.m.



## Here's what some of our satisfied advertisers have to say . . .

"We advertise on 93.7 CJNU because it's cost effective and it works. We get a lot of positive feedback from our ads on the station."

*Dorothy Dobbie,  
Lifestyles 55*

"Have had better results from our spots on CJNU than any other form of advertising we have done."

*Sandy,  
Sangsters Health Centre*

"Perfect market for our advertising. We have actually taken money out of other advertising initiatives to run on CJNU."

*Vicki Russenholt,  
Victoria Lifeline*



## Your investment in CJNU is an investment in the community

Single 30 second message: \$25



Sample sponsorships  
(Monthly sponsorship campaigns for 30 seconds, based on 30 days)

Messages per day	Cost per spot	Total cost for month
1 per day	\$12	\$ 360
2 per day	\$10	\$ 600
3 per day	\$ 8	\$ 720
4 per day	\$ 7	\$ 840

*These spots are aired throughout the broadcast day between 7 a.m. and midnight. Each message is approximately 70 words or 30 seconds. GST is applicable.*

### We can tailor a package to meet your specific needs!

*(Sorry, we are sold out for coming year for location sponsorships!)*

### BOOK FOR A YEAR AND SAVE

Multi-month packages save big bucks

**Save up to 10%** on multi-month sponsorships with pre-payment.

**Book for 12 months and save even more!**

### BONUS: Multi-month sponsors also receive

- Recognition in our newsletter sent to our 1,000-plus members
- A sponsor Profile on our website at [cynu.ca](http://cynu.ca)

**Production:** We will produce your message at no extra charge.  
(Special production request may result in some extra charges.)

### Attention!

Because our listeners are emotionally tuned in to the music they hear, they also hear your ad message better than on other stations.

### COMPARE

**93.7 offers the most value. Plus, we know who our audience is!**

STATION	93.7	Breeze 100.7	680 CJOB
30 Sec.	\$16.25 (av.)	\$25	\$82
Listeners/ Week	20,000	19,200	121,100

*CJNU 97.3 is your not for profit community service radio station*

**Please contact us if you have any questions.**

**Phone: (204) 942-CJNU (2568) | Email: [sponsors@cynu.ca](mailto:sponsors@cynu.ca) | Web: [cynu.ca](http://cynu.ca)**

**Listen on-line on at [CJNU.ca](http://CJNU.ca) or 725 MTS-TV**