

SPONSORSHIPS – PROGRAMS

When submitting sponsorship broadcast orders, the following is required:

- If the sponsorship campaign includes a sponsor tag, followed by a sponsorship commercial, both need to be shown on the broadcast order (i.e. news/sports/weather/info updates):

													Rate	Price	Amount
June 30 - Sept 28	13	1	1	1	1	1	1	1	1	12pm	:10	News Tag	91	1,625.00	1,625.00
June 30 - Sept 28	13	1	1	1	1	1	1	1	1	12pm	:30	News Spnstr	91		-

- If the sponsorship campaign includes only a tag, only the tag scheduled needs to be shown on the broadcast order:

May 14-18	1			1	1	1				7a	:10	News Tag	3	800.00	800.00
May 19-30	2	1	1	1	1	1				7a	:10	News Tag	10		-

- If the sponsorship campaign includes only the :30 sponsorship spot , only the :30 (news/sports/weather sponsor) scheduled needs to be shown on the broadcast order:

													Rate	Price	Amount
27JAN2014 sponsor only	52	1	1	1	1	1				7am	:30	News Spnstr	260	7,748.00	7,748.00

- If the sponsorship is for the Green Team:

Week of May 20/2014	52	5								6a-8p	:30	Spot	260		
Week of May 20/2014-Tag	52	2								10a-3p	:10	Info Tag	104		

Sponsorship tags are to be submitted through Influence like your other commercials.

- Please include the script. The intro to the tags will always be “This report is brought to you by...” with the exception of In Memoriam sponsor tags, Classic and Oldies weekend tags.
- The length is always :10 seconds.
- Commercial name should be Sponsor Tag.
- The list is below of which tags are recorded.
- Sponsor scripts for birthdays/anniversaries and Celebrity News will still need to be added to your b.o.s as they are announcer read.

SPONSOR TAG TYPE	FORMAT
<ul style="list-style-type: none"> <li>• News</li> <li>• Sports</li> <li>• Weather</li> <li>• Info Updates</li> <li>• Green Team</li> </ul>	This report is brought to you by - Sponsor Name, tag line = 10 seconds
<ul style="list-style-type: none"> <li>• In Memoriam</li> </ul>	The In Memoriam report is brought to you by - Sponsor Name, tag line = 10 seconds
<ul style="list-style-type: none"> <li>• Classic Countdown (Cobourg Classic)</li> </ul>	This Classic Weekend is brought to you by - Sponsor Name, tag line = 10 seconds
<ul style="list-style-type: none"> <li>• Oldies Weekend (Peterborough Oldies)</li> </ul>	This Oldies Weekend is brought - Sponsor Name, tag line = 10 seconds

This Classic Weekend is brought to you by - Sponsor Name, tag line = 10 seconds