



CAP CITY BEATS

TODAY'S HITS | OLD SCHOOL | SPORTS TALK

CAP CITY BEATS Commercial Advertising Packages

2020



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WHO WE ARE

Cap City Beats is an internet radio station located in Ottawa, Canada broadcasting worldwide. It's easy to access, available 24/7, and best of all, free for download and use.

Cap City Beats is available online 365 days a year on your PC (www.capcitybeats.ca) or by downloading the app on the Apple App Store or Google Play.

Cap City Beats specializes in playing today's Hits in Urban & Pop Culture, the best in Old School music, Sports Talk shows, and DJ's spinning live from all over the globe.



[click here](#) to advertise on CAP CITY BEATS ►



EXPAND YOUR REACH TO ATTRACT NEW CUSTOMERS

Advertising is not limited to Ottawa and can reach any target demographic globally. Cap City Beats is one of the only platforms that offers a combination of audio and visual advertising.



MULTIPLE PLATFORMS USED TO ADVERTISE

Leveraging the Cap City Beats app, website, and a collective social media reach of 15k+, your brand will have exposure across multiple platforms with an extensive network.



EVENT ADVERTISING TO INCREASE BRAND AWARENESS

During events, a high volume of foot traffic in addition to all live stream viewers will have exposure to your brand to increase awareness and thought leadership.




IN-HOUSE MARKETING SUPPORT AND GUIDANCE

Collaborate with our marketing and design specialists to strategize, develop and create advertising content for publishing across multiple platforms and formats.

COMMERCIAL ADVERTISING PACKAGES

RECORD PACKAGES

 PACKAGE BENEFITS	PLATINUM RECORD PACKAGE \$375 per week	GOLD RECORD PACKAGE \$300 per week	SILVER RECORD PACKAGE \$250 per week
Audio advertisements per month (5-10 second audio commercials)	672 Audio Advertisements	572 Audio Advertisements	472 Audio Advertisements
Your logo displayed visually on Cap City TV for any live event or show per week	2 hrs can be broken up in 30 min intervals for up to 4 different live events or shows weekly	1 hr can be broken up in 30 min intervals for up to 4 different live events or shows weekly	30 mins per week for any live show or event
Your logo and company are mentioned on the live event programming notices that you select. These notices will be sent out on social media channels reaching 15,000+ followers (Cap City Beats, DJ Kwame, LRO Staffing and LRO Solutions platforms)	✓	✓	✓
Your logo will appear on Cap City Beats website with a direct link back to your website for as long as you advertise	✓	✓	✓
Marketing Support to create your advertising content	✓	✓	✓

EXCLUSIVE PACKAGES

EXCLUSIVE RADIO PACKAGE



- Minimum of 20 per month (5-10 second audio commercials)
- 20 audio advertisements per month: \$8 per spot or \$160
- 21 - 100 audio advertisements per month: \$7 per spot
- 101 - 195 audio advertisements per month: \$5 per spot
- 196 - 300 audio advertisements per month: \$3 per spot

EXCLUSIVE VIRTUAL PACKAGE



- \$200 per 30 minute live event or show
- Your logo displayed visually on Cap City TV for any live event or show per week
- Your logo and company are mentioned on the live event programming notice that you select. These notices will be sent out on social media channels reaching 15,000+ followers (Cap City Beats, DJ Kwame, LRO Staffing and LRO Solutions platforms)
- Marketing Support to create your advertising content

COMMERCIAL ADVERTISING PACKAGES

PLATINUM RECORD PACKAGE

\$375 per week

Minimum of a 3-Month Contract Required

Note 10% discount for 1 year contracts*

- 672 audio advertisements per month or 168 per week (5-10 second audio commercials)
- Your logo displayed visually on Cap City TV for 2 hours for any live event or show per week, can be broken up in 30 minute intervals and up to 4 different live events or shows
- Your logo and company are mentioned on the live event programming notices that you select. These notices will be sent out on social media channels reaching 15,000+ followers (Cap City Beats, DJ Kwame, LRO Staffing and LRO Solutions platforms)
- Your logo will appear on Cap City Beats website with a direct link back to your website for as long as you advertise
- Marketing Support to create your advertising content

GOLD RECORD PACKAGE

\$300 per week

Minimum of a 3-Month Contract Required

Note 10% discount for 1 year contracts*

- 572 audio advertisements per month or 168 per week (5-10 second audio commercials)
- Your logo displayed visually on Cap City TV for 1 hour for any live event or show per week, can be broken up in 30 minute intervals and up to 4 different live events or shows
- Your logo and company are mentioned on the live event programming notices that you select. These notices will be sent out on social media channels reaching 15,000+ followers (Cap City Beats, DJ Kwame, LRO Staffing and LRO Solutions platforms)
- Your logo will appear on Cap City Beats website with a direct link back to your website for as long as you advertise
- Marketing Support to create your advertising content

COMMERCIAL ADVERTISING PACKAGES

SILVER RECORD PACKAGE

\$250 per week

Minimum of a 3-Month Contract Required

Note 10% discount for 1 year contracts*

- 472 audio advertisements per month or 168 per week (5-10 second audio commercials)
- Your logo displayed visually on Cap City TV for 30 minutes per week for any live event or show
- Your logo and company are mentioned on the live event programming notices that you select. These notices will be sent out on social media channels reaching 15,000+ followers (Cap City Beats, DJ Kwame, LRO Staffing and LRO Solutions platforms)
- Your logo will appear on Cap City Beats website with a direct link back to your website for as long as you advertise
- Marketing Support to create your advertising content

EXCLUSIVE RADIO PACKAGE

Minimum of a 3-Month Contract Required

Audio Advertisement Monthly Bundles:

- Minimum of 20 per month (5-10 second audio commercials)
- 20 audio advertisements per month - \$8 per spot or \$160
- 21 - 100 audio advertisements per month - \$7 per spot
- 101 - 195 audio advertisements per month - \$5 per spot
- 196 - 300 audio advertisements per month - \$3 per spot

EXCLUSIVE VIRTUAL PACKAGE

Minimum of a 3-Month Contract Required

Virtual Branding/Advertising Per Show:

- \$200 per 30 minute live event or show
- Your logo displayed visually on Cap City TV for any live event or show per week.
- Your logo and company are mentioned on the live event programming notice that you select. These notices will be sent out on social media channels reaching 15,000+ followers (Cap City Beats, DJ Kwame, LRO Staffing and LRO Solutions platforms)
- Marketing Support to create your advertising content