



CFRC 101.9 FM



Connect Your Business with Kingston's Community

CFRC 101.9FM Advertising & Sponsorship Opportunities 2026-27

Weekly Listeners:
29,000

Subscribers:
10,000+

Years Serving Our Community:
100+

Programs:
50+

Radio • Podcasts • Social Media • Events • Community Partnerships



Trusted by Kingston listeners and proudly serving the YGK community since 1922!



station@cfrc.ca



cfrc.ca

Why Local Organizations Choose CFRC

2026-27

Serving the Queen's University and Kingston communities since 1922, CFRC is one of Canada's longest-running independent community radio stations. Our volunteers create weekly music, news and thematic spoken word programs bringing audiences the most eclectic mix of indie music and informative talk radio and podcasts.

Our Listeners...

- Represent a broad cross-section of Kingston audiences, including students, young professionals, working adults, and long-term community residents.
- Include highly educated listeners connected to Queen's University, local schools, healthcare, arts, and professional sectors.
- Connect with CFRC through FM radio, online streaming, podcasts, social media, and community events throughout the day.
- Are highly engaged in Kingston's arts, music, local business, nonprofit, education, and cultural communities.

Community-Focused

For more than 100 years, CFRC has connected Kingston communities through local news, music, arts, culture, sports, and conversation.

Today, CFRC reaches audiences across FM radio, online streaming, podcasts, social media, and community events, helping local organizations stay visible, trusted, and connected within Kingston and surrounding communities.

Our listeners are community-minded, locally engaged, and passionate about supporting independent businesses, local arts, cultural initiatives, and organizations making a difference in the region.

Whether you are promoting a business, event, service, campaign, or community initiative, CFRC offers affordable, flexible sponsorship opportunities designed to help you build awareness and meaningful local connections.

Your Customers Are Already Listening!

Audience Profile



- Age: 29% are 18-34, 37% are 35-54
- Education: 34% college diploma, 33% bachelor's, 23% master's, 5% PhD
- Occupation: 20% Arts and Entertainment, 18% Education, 14% Health, 13% Business and Professional, 8% Government



Reach & Behaviour

- Location:
 - 44% live in Sydenham, Williamsville, Kingston, Portsmouth, Kingscourt-Rideau
 - 25% live in Lakeside, Trillium, Collins-Bayridge, Countryside, Loyalist-Cataraqui, Pittsburgh
- Listening Habits: Peak times are weekdays 7-10 AM, noon news programs, 5 PM news programs



Campaign Packages



On-Air Ads!

Your ad airs daily across both radio and webstream for as little as **\$5/spot***, with flexible local campaign options for longer-term campaigns or a higher number of daily spots.*



Podcast Sponsorships

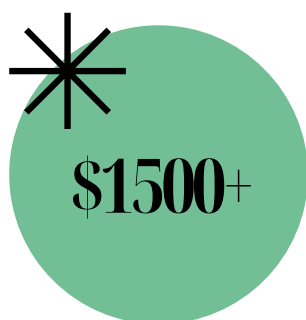
Connect with engaged listeners through trusted local conversations, arts programming, interviews, and community storytelling available anytime, anywhere through our podcast platform for as little as **\$3/spot*** plus logo placement on our website.



Social Media Ads!

Attract more attention with monthly postings on CFRC's Instagram, Twitter and Facebook platforms. Annual rates start at **\$432*** with a minimum of 36 posts/year!

Program Sponsorship Packages



Gaels Football & Hockey!

Connect your business with passionate Kingston sports audiences through live Gaels game coverage and community sports programming. Choose your preferred game segment (e.g., halftime or 3rd period), plus receive 2 ads per game and social media promotion ahead of each game.

Starting at **\$150***, with no extra cost for playoff games.



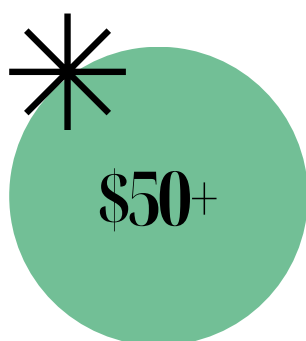
CFRC Music Programs!

Weekly program announcer highlights your business throughout program + 1 ad/show + 1 social media promotion for your business/month starting at **\$600/year***



Local News Programs!

CFRC News Team highlights your business at intro & outro of three weekly signature local news programs (6 spots/week) + 1 ad/show + 1 ad/podcast + 1 social media promotion for your business/month starting at **\$1200/year***



Live, On-Air Studio Performances!

CFRC host highlights your business throughout live on air studio performances + 1 ad per show + 2 social media promotions for your business ahead of the performance starting at **\$50***

Thank You

