

INTERACTIVE

REACH LISTENERS ON AIR OR ONLINE!

FACTOIDS

- 9.9 million Zoomers® (Adults 45 AND OVER) visited websites in the past month*
- 7.5 million Zoomers® are on Facebook (76% of Zoomers® who are online)*
- 1.7 million Zoomers® own tablets or e-readers – that's 26% more than A18-34 & 12% more than adults 25-44!**
- 27% of Zoomers® online accessed the internet via mobile devices in the past month**
- According to Social Code, Face book users over the age of 50 are 28.2% more likely to click an advertisement than 18 to 29 year old users

Sources: *comScore October 2012

**PMB Fall 2012

EXTEND YOUR MESSAGE

to Classical963fm.com and add affordable impressions to your radio campaign. Users are drawn to our site to:

- Listen Live
- Watch live & recorded performances
- Check our arts calendar
- And enter to win our great contests

OUR WEBSITE DELIVERS

- 180,000 average monthly page views
- 92,000 average monthly visits
- 43,000 unique monthly visitors

Source: Google Analytics, Jun 17 - Dec 17, 2012 – 6 month average

OPPORTUNITIES INCLUDE

- Display advertising banners
- Classical Notes quarterly newsletter with banner and advertorial placement
- Classical Club direct email blast to 21,000 opt-ins
- Content sponsorship
- Custom content (landing pages, webinars, blogs, webisodes)
- Audio & video pre-roll
- Mobile
- Social media outreach

IF YOU LIKE CLASSICAL, HERE'S POP YOU'LL PROBABLY LIKE *Zoomer's radio*

Classical 963fm THE NATION'S CLASSICAL STATIONS

MARK WAHLBERG RUSSELL CROWE **BROKEN CITY** IN THEATRES JANUARY 18 GET TICKETS VISIT SITE

SHOWS CONCERTS NEWS EVENTS CONTESTS DEALS

LISTEN LIVE WHAT WAS THAT PIECE? BUY NOW enter search term SEARCH

Win a Kobo Glo Listen weekday mornings throughout January for The Classical Commuter Quiz during Good Day GTA for your chance to win the brand new Kobo...

CLICK HERE TO LISTEN LIVE

On Air: Bill's Classical Jukebox with Now Playing: ...

What was that piece?

JOIN THE CLASSICAL CLUB Sign up for the e-Newsletter: enter email... SUBSCRIBE

4 GOLDEN GLOBE NOMINATIONS BEST PICTURE

CONCERT LOBBY STATION BLOG

Anastasia Rizikov The exceptionally talented young pianist, Anastasia Rizikov, stopped by our Concert Lobby on June 27th to play a few pieces for us. Her selections ranged from Edvard Grieg to Nikolai Kapustin. Watch her performance below: Watch live streaming video from ... read more

Seniors' Strategy Reorganizes Current Ontario Government Healthcare Resources It's a sweeping set of recommendations designed to transform the quality of healthcare for zoomers across the province. The Ontario government has released its new Seniors' Strategy at Toronto's Mount Sinai Hospital. The report called "Living Longer Living Better" focuses ... read more

Pianist Stewart Goodyear in the Concert Lobby Talented Toronto pianist Stewart Goodyear stopped by our Concert Lobby with a preview of a... read more Filed: Concerts

Good Day GTA Classical Commuter Quiz – January 8th Question: On this day in 1948, a Canadian leader sets the record for the longest serving Prime... read more Filed: Good Day GTA

Nathaniel Dett Chorale Live in the Concert Lobby The Nathaniel Dett Chorale performed live in the Classical 96.3fm Concert Lobby on February 7... read more Filed: Concerts

Men's Health Here's a good new year's resolution for most men: Take Better Care of Your Body. As a general... read more Filed: Health

WALK-IN BATHS BUY NOW AND RECEIVE \$1,000 OFF Financing Available! \$150 PER MONTH EPM APPROVED DEAL *Must register January 11, 2013

TODAY'S SCHEDULE 10am-3pm Bill's Classical Jukebox 3pm-5pm Alexa's Oasis 5pm-7pm Five O'Clock Favourite 7pm-11pm A Little Night Music

SPOTLIGHT PET OF THE WEEK The New Classical 96.3fm presents Pet of the Week. Hide and Seek Hide and Seek are a beautiful pair of sleek, soft and friendly black mice. The best... Win a Kobo Glo Listen weekday mornings

MORE CONCERT LOBBY READ STATION BLOG UPCOMING CONCERTS READ MORE ARTS NEWS



ZOOMERMEDIA LIMITED

JANUARY 2013

Classical963fm.com

INTERACTIVE RATE CARD

REACH LISTENERS ON AIR OR ONLINE!

POSITION	NET COST PER THOUSAND	FORMAT
Leaderboard	\$30	728 x 90px
Big Box	\$30	300 x 250px
Sky Scraper	\$30	160 x 600px
Home-Page Slideshow Banner	\$50	300 x 250px or 300 x 400px
Tile Ad	\$50	300 x 100px
Classical Notes E-Newsletter:		
Display Banner	\$65	728 x 90 or 160 x 600 (21,000 opt-ins)
Advertorial	\$78	Intro & Images with click through to full article
Direct Email Blast	\$125	HTML/Text (21,000 opt-ins)
Video or Audio Pre-Roll	\$50	:15-sec (:30-sec max)

Minimum Recommended Levels: 75,000 impressions per month (display banners); Please request pre-roll levels. Details on other opportunities (see previous page) are available on request.

CLASSICAL963FM.COM

LEADERBOARD

SLIDESHOW

BIG BOX

TILE AD

CLASSICAL NOTES E-NEWSLETTER

SKYSCRAPER

The New Classical 96.3 & 103.1 fm
THE NATION'S CLASSICAL STATIONS

ZOOMERMEDIA LIMITED

JANUARY 2013
Classical963fm.com