|  | | | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| radio APPLICATION FORM Please fill out a separate application for each radio station you wish to get listed. If you have any questions, please contact [cardonline@strategyonline.ca](mailto:cardonline@strategyonline.ca). | | | | | | | | | | | | | | | | | |
| \*required field  APPLICANT Information  (Please provide contact details of the individual who will update the listing content) | | | | | | | | | | | | | | | | | |
| \*Name: | | | | | | | | | \*Title: | | | | | | | | |
| \*Email: | | | | | | | | | \*Phone: | | | | | | | | |
| \*Company name: | | | | | | | | | | | | | | | | | |
| General Information | | | | | | | | | | | | | | | | | |
| \*Please indicate the listing type (select one):  Radio Station  Radio Network  Radio Syndication | | | | | | | | | | | | | | | | | |
| \*Station or network name: | | | | | | | | | \*Call letters: | | | | | | | | |
| \*Owned and Operated by: | | | | | | | | | | | | | | | | | |
| \*Main Address: | | | | | | | | | | | | | | | | | |
| \*Phone: | | | | Toll free: | | | | | | | | | | \*Email: | | | |
| Website(s): http:// | | | | | | | | | | | | | | | | | |
|  | | | | | | | | | | | | | | | | | |
| \*Year established: | | | \*Language(s) broadcast in: | | | | | | | | | | | \*Frequency: | | | |
| \*Broadcast type:  AM  FM | | | \*Format: | | | | | | | | | | | Common Call: | | | |
| Network affiliation (**to be completed for Radio Station listings only**): | | | | | | | | | | | | | | | | | |
| Licensing area: | | | | | | | | | | Primary market served: | | | | | | | |
| Media Association memberships: | | | | | | | | | | | | | | | | | |
| profile | | | | | | | | | | | | | | | | | |
| \*Provide a description for your brand – **MAX. 50 WORDS** – your profile serves as a quick brand orientation for users; avoid using promotional phrases, such as “award winning…”: | | | | | | | | | | | | | | | | | |
| personnel to display in listing | | | | | | | | | | | | | | | | | |
| \*Name: | | | | | | | | | | \*Title: | | | | | | | |
| \*Email: | | | | | | | | | | \*Phone: | | | | | | | |
| \*Job function  (check all that apply) | | Executive  Marketing  Programming | | | | | | Traffic  Production  Promotions | | | Sales  Administrative | | | | | | Other: |
| \*Name: | | | | | | | | | | \*Title: | | | | | | | |
| \*Email: | | | | | | | | | | \*Phone: | | | | | | | |
| \*Job function  (check all that apply) | | Executive  Marketing  Programming | | | | | | Traffic  Production  Promotions | | | Sales  Administrative | | | | | | Other: |
| \*Name: | | | | | | | | | | \*Title: | | | | | | | |
| \*Email: | | | | | | | | | | \*Phone: | | | | | | | |
| \*Job function  (check all that apply) | | Executive  Marketing  Programming | | | | | | Traffic  Production  Promotions | | | Sales  Administrative | | | | | | Other: |
| \*Name: | | | | | | | | | | \*Title: | | | | | | | |
| \*Email: | | | | | | | | | | \*Phone: | | | | | | | |
| \*Job function  (check all that apply) | | Executive  Marketing  Programming | | | | | | Traffic  Production  Promotions | | | Sales  Administrative | | | | | | Other: |
| \*Name: | | | | | | | | | | \*Title: | | | | | | | |
| \*Email: | | | | | | | | | | \*Phone: | | | | | | | |
| \*Job function  (check all that apply) | | Executive  Marketing  Programming | | | | | | Traffic  Production  Promotions | | | Sales  Administrative | | | | | | Other: |
| \*Name: | | | | | | | | | | \*Title: | | | | | | | |
| \*Email: | | | | | | | | | | \*Phone: | | | | | | | |
| \*Job function  (check all that apply) | | Executive  Marketing  Programming | | | | | | Traffic  Production  Promotions | | | Sales  Administrative | | | | | | Other: |
| material address  (where to send ad material) | | | | | | | | | | | | | | | | | |
| Same as above | | | | | | | | | | | | | | | | | |
| Address: | | | | | | | | | | | | | | | | | |
| Phone: | | | | Toll free: | | | | | | | | | | Email: | | | |
| Contact Name: | | | | Title: | | | | | | | | | | Contact Email: | | | |
| BRANCH OFFICE(S)  (If you have more than one branch office please include in a separate document) | | | | | | | | | | | | | | | | | |
| Address: | | | | | | | | | | | | | | | | | |
| Phone: | | | | Toll free: | | | | | | | | | | Email: | | | |
| Contact Name: | | | | | | | | | | | | | | | | | |
| Title: | | | | Phone: | | | | | | | | | | Email: | | | |
| \*Job function  (check all that apply) | | Executive  Marketing  Programming | | | | | | Traffic  Production  Promotions | | | Sales  Administrative | | | | | | Other: |
| media representatives | | | | | | | | | | | | | | | | | |
| Not applicable | | | | | | | | | | | | | | | | | |
| Company name: | | | | | | | | | | | | | | | | | |
| Address: | | | | | | | | | | | | | | | | | |
| Phone: | | | | Toll free: | | | | | | | | | | Email: | | | |
| Contact name: | | | | | | | | | | | | | | | | | |
| Title: | | | | Phone: | | | | | | | | | | Email: | | | |
| primary ad Contact | | | | | | | | | | | | | | | | | |
| Not applicable | | | | | | | | | | | | | | | | | |
| Name: | | | | | | | | | | Title: | | | | | | | |
| Phone: | | | | | | | | | | Email: | | | | | | | |
| network stations | | | | | | | | | | | | | | | | | |
| Not applicable (**To be completed for Radio Network listings only**) | | | | | | | | | | | | | | | | | |
| Please provide list of Affiliated Radio Stations: | | | | | | | | | | | | | | | | | |
| audience | | | | | | | | | | | | | | | | | |
| Not applicable | | | | | | | | | | | | | | | | | |
| Market: | Population: | | | | | | Central Reach: | | | | | Share: | | | | Source: | |
| rates | | | | | | | | | | | | | | | | | |
| \*Provide current **national** rates  (all rates are gross unless otherwise specified) | | | | | | | | | | | | | | | | | |
| Rate card/media kit attached | | | | | | | | | | | | | | | | | |
| Agency Commission: | | | | | Cash Discount: | | | | | | | | | | Payment terms: | | |
| General advertising information: | | | | | | | | | | | | | | | | | |
| time classifications | | | | | | | | | | | | | | | | | |
| Time class name: | | | | | | | | | | | | | | | | | |
| Schedule: | | | | | | | | | | | | | | | | | |
| technical submissions | | | | | | | | | | | | | | | | | |
| Translations/adaptations: | | | | | | | | | | | | | | | | | |
| Included in rate card/media kit | | | | | | | | | | | | | | | | | |
| ethnic programming | | | | | | | | | | | | | | | | | |
| Program name: | | | | | | | | | | Ethnicity: | | | | | | | |
| Content: | | | | | | | | | | | | | | | | | |
| Schedule: | | | | | | | | | Rates: | | | | | | | | |
| Program contact: | | | | | | | | | | | | | | | | | |
| ADDITIONAL MARKETING OPPORTUNITIES | | | | | | | | | | | | | | | | | |
| Do you sell any of these additional services?  (check all that apply) | | | | | | E-blasts  E-newsletters  Trade shows  Consumer shows  Contests  Surveys  Research | | | | | | | Client website creation  Sponsorship of industry events  Digital apps/Mobile devices  Run of site banner ads  Sponsored content  Other (specify): | | | | |

**Applicant’s Electronic Acknowledgement:**

By submitting the above, I hereby acknowledge that the information provided is true and agree to have this listing

published by CARDonline. In addition, on request by any bona fide advertisers, or by an advertising agency having recognition, we hereby agree to submit records from which the figures were prepared.

|  |  |
| --- | --- |
| Name: | Date: |