



Sunday 8:00 A.M.

## THE GAELIC HOUR

In the National Capital Region close to 20% of the population is of Irish extraction and another 10% - 15% of the population some Irish affiliation. This is the fourth-largest urban area in Canada. The Ottawa Region and its outlying municipalities have a combined population in excess of 1.1 million giving the potential to reach between 300,000 and 400,000 listeners.

Recent data from Statistics Canada generated results indicating that 19.4% of males and 16.9% of females in the 25 – 34 age groups listen to radio on average 19.4 hours per week. A higher percentage in the 35 – 49 age groups and this trend continued in the 50+.

Average hours per week of radio listening: Fall 2005					
Men:	Canada	Ont.	Women:	Canada	Ont.
18 +	20.3	20.3	18 +	20.0	20.3
18 - 24	15.1	14.9	18 - 24	15.4	15.8
25 - 34	19.4	18.9	25 - 34	16.9	17.1
35 - 49	21.5	20.8	35 - 49	20.5	20.4
50 - 64	21.9	22.6	50 - 64	21.6	22.9
65 +	20.3	21.6	65+	22.6	22.5

Percentage share of radio listening by format: Fall 2005		
	Canada	Ont.
Adult contemporary	24.0	26.6
Album-oriented-rock	5.8	6.8
CBC	10.1	6.6
Contemporary	8.5	4.3
Country	10.1	7.7
Dance	0.7	1.4
Easy listening	3.0	4.8
Gold/oldies/rock	14.9	16.0
Middle-of-the-road	2.7	4.7
Other	6.3	4.1
Sports	1.1	1.6
Talk	10.2	10.6
US stations	3.0	4.8
Total listening	100	100



In other markets in North America, specialized Irish programming attracts a regular growing listening audience and based on research among the Irish community in Ottawa, similar enthusiasm has been expressed.

The Gaelic Hour also streams on the internet and provides web advertising in addition to PODCASTING of all shows. A monthly newsletter is emailed to over 1,200 subscribers.

By choosing to advertise on **THE GAELIC HOUR** on CHIN 97.9FM you can reach a targeted audience for less than \$30:00 per 30 second slot slot.



### FYDELITY DISTRIBUTION

58 Westpark Dr., Ottawa, ON K1B 3E5  
Ph (613) 800-1853      www.thegaelichour.ca





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## **THE GAELIC HOUR**



Austin Comerton immigrated to Canada in 1988 with his wife Mary and two daughters. He has lived in Ottawa since then and regularly attends the Ottawa Comhaltas Ceilis. He has a keen interest in theatre and has been a regular at the Tara Players, Ottawa Little Theatre, Orpheus and the Savoy Society. He has been a member of the Ottawa Film Society for a number of years. He is an occasional golfer and sails as often as possible on the Ottawa River. His music tastes range from Irish traditional to contemporary.

Austin has one brother and two sisters living in Ottawa and a large circle of Irish friends and acquaintances. Austin and Mary return to Ireland, usually annually, and family and friends visit Ottawa, keeping the connection strong and vibrant.

On his arrival in Canada he initially worked at Capital Office Interiors and then with Ottawa Business Interiors. During the past ten years, Austin has been working in the satellite industry with Mobile Satellite Ventures and travels extensively throughout North America.

Born in Ballinasloe, Co Galway, Austin attended the local National School where much of the curriculum was taught through Irish. He graduated from Garbally Park College, Balinasloe in 1970 and then worked with the Bank of Ireland in the Thomas Street Branch in Dublin. He subsequently worked in Bundoran, Co Donegal for a short period and then operated a business in Clara, Co Offaly. He established a book store in Athlone, Co Westmeath in 1983 and attended numerous antiquarian book fairs in the Mansion House in Dublin.

Austin's mother still lives in Athlone and visits Ottawa twice yearly. He has a brother living in Carrick-on-Shannon and a sister in Galway City. His wife, Mary is from Dunmanway, Co Cork and she has sung on a couple occasions at the Comhaltas Ceili in Ottawa. Mary's brother Micháel, released a CD of his own compositions at the Willy Clancy Summer School in Miltown Malbay in 2004.

Austin approached CHIN 97.9FM with a view to presenting a weekly program focusing on Irish interests. The program was launched in Sept 2005 and now airs every Sunday at 8:00 a.m. in a two hour timeslot. The shows also streams live and are archived at [www.thegaelichour.ca](http://www.thegaelichour.ca) and hits have been recorded from across Canada, the USA, Mexico, Ireland and some other countries. The magazine show is now also available as an archive going back to September 2005.

Reaction to The Gaelic Hour has been very positive from both listeners and advertisers. The National Arts Centre, The Great Canadian Theatre Company, The Canadian Folk Music Awards, in addition to Tourism Ireland, The heart & Crown and Monterey Inn Resort have all used the show as a vehicle to reach a targeted market.

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2011 ADVERTISING AGREEMENT

Business Name: \_\_\_\_\_  
 Contact Person: \_\_\_\_\_ Ph: (\_\_\_\_\_) \_\_\_\_\_  
 email: \_\_\_\_\_ @ \_\_\_\_\_  
 Street : \_\_\_\_\_  
 City: \_\_\_\_\_ Prov. \_\_\_\_ Post Code: \_\_\_\_\_  
 Nature of Business: \_\_\_\_\_

<b>Plan:</b>	<b>A1:</b>	2 @ 60 second slot (1 per hour) 1 week	\$ 150
	<b>A4:</b>	8 @ 60 second slot (1 per hour) 4 consecutive weeks	\$ 600
	<b>A13:</b>	26 @ 60 second slot (1 per hour) 13 consecutive weeks	\$ 1,600
	<b>A26:</b>	52 @ 60 second slot (1 per hour) 26 consecutive weeks	\$ 3,100
	<b>A52:</b>	104 @ 60 second slot (1 per hour) 52 weeks	\$ 6,000
	<b>B1:</b>	2 @ 30 second slot (1 per p hour) 1 week	\$ 75
	<b>B4:</b>	8 @ 30 second slot (1 per hour) 4 consecutive weeks	\$ 300
	<b>B13:</b>	26 @ 30 second slot (1 per hour) 13 consecutive weeks	\$ 800
	<b>B26:</b>	52 @ 30 second slot (1 per hour) 26 consecutive weeks	\$ 1,600
	<b>B52:</b>	104 @ 30 second slot (1 per hour) 52 weeks	\$ 3,000

Corporate logo placement on The Gaelic Hour Website per month. \$ 50

Scheduled for broadcast on Sunday 8am -10am  
Options are available for broadcast of more than one slot per hour.

Circle the requested plan.

Requested Start Date for Advertising: \_\_\_\_/\_\_\_\_/201  
Expected Finish Date for Advertising: \_\_\_\_/\_\_\_\_/201  
Comments: \_\_\_\_\_

Cost of Advertising Plan(s) \$ \_\_\_\_\_  
 Total \$ \_\_\_\_\_

Fidelity Distribution:  
 Signature: \_\_\_\_\_ Date: \_\_\_\_/\_\_\_\_/201  
 Austin Comerton  
 For  
 Signature: \_\_\_\_\_ Date: \_\_\_\_/\_\_\_\_/201



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## **THE GAELIC HOUR**

### **GENERAL TERMS AND CONDITIONS**

1. Fydely Distribution reserve the right to:
  - i. Refuse at its discretion to accept any advertising material that is the opinion of Fydely Distribution as not consistent with guidelines or does not meet the technical linguistic or quality standards as determined by CHIN Radio and Fydely Distribution .
  - ii. Change the rates, terms and conditions at any time;
  - iii. Reschedule advertising booking at any time.
2. If an advertising booking is made in connection with a particular program and that particular program is cancelled, the advertiser may have the booking rescheduled to a mutually acceptable time or cancel the booking without charge.
3. For booking cancellations made within 30 days of the first day of broadcast, Fydely Distribution will be entitled to payment as if the advertising had been broadcasted or the production had taken place in accordance with the original booking.
4. Fydely Distribution gives no guarantee about the proximity of commercials advertising rival products unless 4 weeks notice in writing is received and accepted in writing by Fydely Distribution .
5. Fydely Distribution advertising time may not be resold or sublicensed.
6. The advertiser indemnifies CHIN Radio and Fydely Distribution against any costs, expenses and damages which CHIN Radio and Fydely Distribution may incur arising out of a commercial or sponsored program provided by the advertiser or the agency of the advertiser, the agency indemnifies CHIN Radio and Fydely Distribution against any costs, expenses and damages which CHIN Radio and Fydely Distribution may incur arising out of the broadcast.
7. All advertising bookings must be paid in full before the first date of the broadcast unless credit term has been previously agreed with Fydely Distribution . Fydely Distribution retains the right to refuse to extend credit to any client.
8. CHIN Radio and Fydely Distribution will not be responsible for archiving any advertising material after the final date of broadcast.
9. Fydely Distribution contract with media advertising agencies and media buying agencies in their own right and not as agents of their clients.
10. Rates quoted are exclusive of all taxes and GST.
11. This agreement shall commence on signature date and shall continue unless terminated by either party with 30 days notice in writing.
12. The client agrees to provide Fydely Distribution with copy material, pre recorder material or other advertising material at least 48 hours before broadcast time. The client agrees that if such material is not provided before deadline the advertising slot is forfeited.

For internal use only:

Payment received: \_\_\_\_\_ / \_\_\_\_\_ /201\_\_\_\_\_

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