



Radio Punjab/101.7 World FM

Canada's Multicultural Radio Station of the Year-2009

World FM 101.7 Radio Punjab is Edmonton's **only** choice for South Asian programming. **Radio Punjab** is the only over-the-air South Asian broadcaster broadcasting 16 hours a day in Alberta.

Radio Punjab is a 24-hour multilingual radio station broadcasting on SCMO in Edmonton since 1995. Radio Punjab is the only radio network covering the South Asian population (almost 500,000) throughout Canada. Radio Punjab is also available worldwide live 24 hours on Internet at www.radiopunjab.com. **Radio Punjab** studios are situated in Surrey, BC and Edmonton, Alberta.

Radio Punjab provides the best music entertainment, live news from India, BBC and Voice of America, sports, religious programs along with open line talk shows (Interactive Broadcasting) which gives the audience a chance to voice their opinions on issues affecting the South Asian community.

As a community station, **Radio Punjab** strives to provide points of view that are rarely expressed in mainstream media. It takes pride in being an alternative to mainstream media and offers the public a forum for expressing points of view that otherwise may not be heard.

Programming on World FM by Radio Punjab

News

- **Radio Punjab** delivers news on the hour as it happens and provides most complete local, national and international news coverage.

Music

- **Radio Punjab** plays all kinds of Indian music like Ghazals, Geets, Qawwalis, Naat, Shabad, Bhajans, Classical, Bhangra instrumental, Dhad Sarangi, Folk music and remixes for the youth.

Weather and Traffic

- **Radio Punjab** provides traffic and weather updates between 7:00AM to 9:00AM and 7:00PM to 9:00PM Monday to Friday.

Explore the new **Radio Punjab** on World FM Monday through Friday from 7:00pm to 11:00am, and Sundays from 12:00PM to 3:00PM. Edmonton and area listeners are invited to sample the sounds of South Asia with us on 101.7 World FM.

For more information contact: Dave Dhillon 780.297.3510 or 780.236.3510

Address: 5915 Gateway Blvd, Edmonton Alberta, T6H 2H3 **Phone:** (780) 490-5802, **Fax:** (780) 485-0024

Email: rpi@radiopunjab.com, **Website:** www.radiopunjab.com

Also Available In: Grande Prairie (SCMO), Fort McMurray (SCMO), Red Deer, Telus TV, Shaw Cable, Rogers Cable, Star Choice



Radio Punjab Coverage

Radio Punjab reaches different parts of Canada and USA via FM, Cable, Star Choice, Telus TV, Shaw Cable, and SCMO (a side band of FM Radio Station).

Cable Channels

Telus TV Channel 425
Shaw Cable Channel 465
Star Choice Channel 817
Rogers Cable

Alberta

Edmonton	World FM 101.7
Calgary	Shaw Cable Channel 465
Red Deer	SCMO 107.7 FM
Grande Prairie	SCMO 100.9 FM
Fort McMurray	SCMO 96.7 FM

British Columbia

Cable Coverage

Armstrong	Campbell River
Coldstream	Enderby
Fort St. John	Golden
Grand Forks	Houston
Kelowna	Keremeos
Kitimat	Mackenzie
Merritt	Nelson
Oliver	Oyama
Peachland	Osoyoos
Penticton	Prince Rupert
Salmon Arm	Smithers
Summerland	Terrace
Vernon	Westbank
Wilson Landing	Winfield

Manitoba

Winnipeg SCMO 94.1 FM

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ADVERTISEMENT RATE CARD

BASE RATE*

30 Seconds
\$40.00

60 Seconds
\$60.00

DISCOUNTS

No. Of Spots

Cost per Spot

Cost

	30 Second	
60	5% Discount	\$38.00 per Spot
90	10% Discount	\$36.00 per Spot
120	15% Discount	\$34.00 per Spot

	60 Second Ad	
60	5% Discount	\$57.00 per Spot
90	10% Discount	\$54.00 per Spot
120	15% Discount	\$51.00 per Spot

Program Sponsor
\$1200 / month

News Sponsor
\$1000 / month

Talk Show
\$500 per hour

- Minimum 12 weeks contract required for the Discounts.
- Please add GST (5%) to these rates.
- 2 Announcements for News and Program Sponsorship.
- Live On Location: SCMO (\$300 per hour), FM (\$500 per hour)

*RATES ARE SUBJECT TO CHANGE

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